

PRINTERS' INK



A JOURNAL FOR ADVERTISERS



VOL. CLXIX, No. 9

NEW YORK, NOVEMBER 29, 1934

10c A COPY

CLICQUOT IS CLICKING



At the beginning of 1934, the Clicquot Club Company, makers of quality ginger ales, came to the conclusion that the time was ripe to put its foot on the starter, and go ahead.

N. W. Ayer & Son, Inc., were invited to help in the job of organizing a hard drive on the post-Depression markets.

It was a job after our own hearts. A fine product . . . a slate wiped clean for new conditions, and new measures with which to meet them.

With our new friends we worked out a program which included the introduction of a full-quart bottle (no other nationally known brand has a full 32-ounce quart) . . . a smart, wine-like package . . . a compelling merchandising and promotional plan for dealers . . . and an aggressive advertising campaign in newspapers and magazines.

Today, despite formidable price-competition by local bottlers . . . and despite the fact that the new national magazine campaign is only beginning . . . *Clicquot* total sales for the first nine months of 1934 were 25% ahead of last year! East Coast and Gulf States sales were up 33%. New England sales were up 52%.

N. W. AYER & SON, INC.

WASHINGTON SQUARE, PHILADELPHIA • NEW YORK, BOSTON, CHICAGO
SAN FRANCISCO, DETROIT, LONDON, MONTREAL, BUENOS AIRES, SÃO PAULO

Thanks P. 9.

In the light of many years
advertising of the

INTERRUPTING IDEA*

we think this editorial in a
recent issue well worth re-
printing with our Thanks-
giving acknowledgments.

**The Interrupting Idea is a thought so expressed in advertising that it interrupts the reader, focuses his attention, registers in his memory, and impels him to buy...and it is Demonstrable at the Point of Sale.*

We have ready a new portfolio of real Interrupting Ideas, which we will gladly show to interested advertisers on request.

FEDERAL

ADVERTISING AGENCY, INC.
444 Madison Avenue, New York
Telephone: Eldorado 5-6400

Eyes wide awake

On Sitting and Thinking A certain advertiser tells us that this is the time to do much hard thinking.

"I sit and think about a lot of things—often," he confides.

And the picture is just about perfect. It's a picture of each of us. Each of us sits and thinks. Confronted with a problem, each of us sits and thinks—and thinks. Called upon for an idea, called upon to create something, each of us ponders—and ponders too long.

Problems are so plentiful that, quite literally, they surround us. To particularize, let an agency man look at a client, and he sees, not a client, but a question mark. In these fast-moving times, what external forces are likely to affect that client's business? What trends, either in economic relationships, or in managerial technique—including the technique of advertising—are on the move? How shall those forces be met? How shall the trends be tapped?

In the day-to-day operation of his business, the client hungers and thirsts for ideas. Ideas that will enable him to build volume, at a profit. Ideas that will enable him to sell and distribute more effectively. Ideas to improve his packaging—ideas to strengthen and render more intelligent his sales supervision—ideas to sharpen the copy that he uses in his salesmanship-in-print.

Whence shall come the solutions? Whence shall come the ideas?

It is possible for them to emerge from pure meditation—possible, but hugely improbable. For if they are to come forth quickly enough, they must arise from solid ground—from soil that has been enriched by the constant admixing of facts, soil that has been sown with the seeds of learning, self-acquired and constantly renewed and revised.

None of us knows enough about his job. In these competitive days, none of us dares doze in thought. Else suddenly each of us will be trodden by some high-stepping voyager who, with a well-equipped mind and with eyes wide awake, is going places, fast.

IF
m
had n
tion
misar
for P
S. Du
Adver
nomic
An
Durst
called
in gen
and, i
ening.

In
ing is
an ent
men v
the ti
practic
yet the
even i
telliger
gerial
How
Mr. D
much i
future
spots t
Mean

sumer
he rea
with s
Durst
the D
"Isn't
advertis

Mr.
waste.
that, un
advertis
can coa
manage
Crother
cut the

Not
manufac

Vol. CLXII
Entered as

PRINTERS' INK

NEW YORK, NOVEMBER 29, 1934

This Week

IF the matter had not been so much mauled-around, if a fact had not been converted into a question that has been so thoroughly misargued, there would be no call for **PRINTERS' INK** to present Roy S. Durstine's explanation of "Why Advertising Really Is an Economic Tool."

An editorial foreword to Mr. Durstine's solid logic remarks: "So-called defenses of advertising are, in general, somewhat disappointing, and, in some instances, a bit sickening."

In the Durstine view, advertising isn't a profession. It isn't even an entity. Although there are many men who work at advertising all the time and who, in its skilled practice, have become specialists, yet these same men well know that even in its highest and most intelligent form it is merely a managerial tool.

How well has the tool been used? Mr. Durstine talks in figures. How much better may it be used in the future? Mr. Durstine points at spots that need cleansing.

Meanwhile, what of the consumer? Has he been bilked? Has he really been filled to the brim with suspicion? To follow the Durstine logic is to say "Yes" to the Durstine rhetorical question: "Isn't it clear that Americans like advertising?"

* * *

Mr. Durstine discusses economic waste. Readily would he concede that, unless it is managed with care, advertising can waste money. So can coal-shoveling. So can sales management. This week, Ralph Crothers suggests seven ways to cut the costs of calls.

* * *

Not once in the life of every manufacturer, but many times, is it

given to him to break out in a sweat at night, thinking about how high his merchandise piles, unmoving, behind the backs of retail salespeople who don't know how to sell it. There, too, is waste; for there is friction. Under the title, "Point-of-Sale Facts for Consumers," Don Gridley analyzes and suggests solutions for the problem of getting the sales facts across the counter to the consumer.

* * *

There is friction, also, at the bank. Whether the difficulty be real or imagined, the money that would pay for the manufacturer's new goods is locked in bank vaults, against the retailer who would come to borrow. Credit stands still. Yet the strongest force to break the stoppage has not yet been used. A. O. Hurja points out how the manufacturer—and especially the manufacturer of nationally advertised merchandise—may use his influence to ease his dealers' credit. The title: "Bank Loan as Sales Reviver."

* * *

Continuing his autobiographical notes, A. Wineburgh, worker with and Boswell of advertising, relates **How Bull Durham Shocked Fifth Avenue**. This is the tale of how the bull found himself in the Supreme Court, and Mr. Wineburgh, simultaneously, found himself poorer but wiser.

* * *

"That's one for the book!" Thus concludes J. G. Luniak, vice-president and general manager of the Freihofer Baking Company, at the end of his account of a remarkable sales contest. It was a contest in which the prizes went, not to the sales department—as everyone expected they would go—but to two

mechanics, one clerk, and one porter.

* * *

From the current practice of a broad and representative array of advertisers, E. E. Irwin has collected information on how headquarters is helping the dealer to advertise. This week, under the title, "Advertising-Helps," he summarizes the policies of eighteen companies.

* * *

The newest Yellow Peril is gossip. Gossip detrimental to business and to the products of business actually is being manufactured on a service-fee basis. Allan P. Ames writes of how whispering campaigns have been scotched.

* * *

Stepping nimbly about and interviewing nudists and habitual bums and unclassified persons in telephone booths, Ray Giles sets up the premise that, although Pitkin

may have believed that life begins at forty, and although Chester Wright (P. I. Nov. 15) may feel that he proved buying power to start at \$40 a week, the real low-down on the whole business is that **advertising begins at 40 cents.**

* * *

Liquor advertising rules discussed at formal hearing in Washington * * * **Geraldine Farrar** goes on the air for Lambert * * * **Seminole Paper**, fishing for new uses, gets 115,000 letters.

* * *

The **Schoolmaster** busies himself with: Santa Claus, a food-for-Christmas campaign, statistics on prunes, advertising-on-the-package, and taking up the slack in the Fuller Brush Man's calls.

The **editorial topics**: "Up the A. N. A. Alley"—"Mr. Ickes Exclaims"—"Let's Go to Work"—"A Principle from 1806"—"Echoes from Homer."

CONTENTS

Why Advertising Really Is an Economic Tool.....7

ROY S. DURSTINE

Advertising Begins at 40¢.....12

RAY GILES

Cutting the Call Cost.....17

RALPH CROTHERS

Liquor Advertising Rules Up...25

A Million New Uses.....27

J. Thorne Smith: Genius.....32

T. D. MACGREGOR

Point-of-Sale Facts for Consumers.....37

DON GRIDLEY

The A. N. A. Convention.....45

Garage Mechanics and Porter Win in Sales Contest.....47

J. G. LUNTAK

Why A. N. A. Solidly Backs

Agency Report.....53

LEE H. BRISTOL

Advertising Law for Foods....65

Meeting the Yellow Peril.....68

ALLAN P. AMES

When Bull Durham Shocked

Fifth Avenue.....73

A. WINEBURGH

Bank Loan as Sales Reviver...76

A. O. HURJA

Advertising-Helps.....80

E. E. IRWIN

More Books.....85

Editorials.....98

The Little Schoolmaster's Class-

room.....102

begins
hester
y feel
er to
low-
s that
nts.

dis-
Wash-
arrar

r new

him-
d-for-
ics on
ckage,
in the
p the
es Ex-
ork"—
Echoes

ucks
...53

...65

...68

ked
...73

...76

...80

...85

...98

lass-
...102

One in a hundred

Less than one in a hundred of all the people who read magazines read The New Yorker.

Yet this small, selective group of 125,000 people represents a singularly strategic salient on the firing line of sales opportunity.

THE
NEW YORKER
25 WEST 45th STREET
NEW YORK CITY

BEST CHRISTMAS in Four Years

MILWAUKEE banks will distribute more than \$2,000,000.00 in Christmas Club savings to 38,248 families this year. This tidy sum exceeds the Club savings of 1933 by 33% and is only a few thousand less than in 1929.

Factory payrolls in Milwaukee during '34 have exceeded '33 totals by 27% to 75% all year—and beat '32 payrolls by more than 100%. Farm income in Wisconsin is the highest since '31.

There'll be more Christmas spending in Milwaukee this year than at any time in the past four years ... and The Milwaukee Journal will influence most of that spending.

THE MILWAUKEE JOURNAL
FIRST BY MERIT



Why Advertising Really Is an Economic Tool

So-called defenses of advertising are, as a general thing, somewhat disappointing and even in some cases a bit sickening. The defenders approach the subject from a professional advertising man's viewpoint and great is the fall thereof. But here is an effort along this line by Mr. Durstine which really makes sense. It is not only a water-tight answer to the reformistic element which believes advertising is a creation of the evil one, but a real inspiration at this time when the cohorts in Washington begin once more to marshal their forces for an onslaught on something about which they know little or nothing. What follows is taken from a remarkable address Mr. Durstine made last week before the Associated Grocery Manufacturers of America.

By Roy S. Durstine

Vice-President and General Manager, Batten, Barton, Durstine & Osborn, Inc.

ADVERTISING has not been the whole story by any means in building such names as Procter & Gamble and Heinz and Campbell and Washburn Crosby and Del Monte and General Foods and Standard Brands.

But in every enterprise like these and scores of others among the aristocrats of American business there has been some man or group of men who held the conviction that an effective tool in their hands was the spreading and re-spreading of information into the minds of a widening circle of people. And as that tool has been properly used it has had a constant and potent share in the economic task of helping the American public to get greater values and the American manufacturer to employ more people, make great profits and add to the national income.

But is this tool worth what it cost?

Those of us who believe that the American public is fickle and soon forgets believe that without advertising a product loses its place in the sun. We remember such names as Pearline and Sapolio and Siegel & Cooper which the public has forgotten and of which a new generation never heard.

But suppose we are wrong and

that advertising is just a waste and that if it were abolished the public would go right on buying. How much of a waste is it? How much would the public save?

There has been so much talk about "our million-dollar expenditure in advertising" that people forget how many millions of people must be reached. The combined expenditures of all food advertisers in a certain leading newspaper amount to only \$1.02 per year per family or 8.5 cents per month.

In this country we have no unit of coinage of less than a cent. So to get an actual saving, not one which is merely an academic theory, we must find a reduction in price which will actually give the American housewife a piece of

TWO OF THE THREE RATED "BEST" BY 23

...are produced by

THE LEADERS

- 1 *****Atwater Kent Radio Hour with Josef Pasternack and guest (CBS).
- 2 *****~~The Palmolive Beauty Box Theatre~~ with Gladys Swarthout, John Barclay and Nat Shilkret's orchestra (NBC)
- 3 *****The March of Time, news dramatizations (CBS).
- 4 *****~~The Ford Sunday Evening Hour~~, symphony music (CBS).
- 5 *****The Gibson Family, original musical comedy (NBC).

RADIO STARS magazine every month asks twenty three radio editors, from Bridgeport to San Diego, to rate all the shows on the NBC and Columbia networks.

Result of the current poll (announced in the January issue of Radio Stars): The Atwater Kent Radio Hour first; The March of Time, third—among 124 national broadcasts.

The Atwater Kent program started nine years ago

BATTEN, BARTON, DURSTIN & C

NEW YORK CHICAGO BOSTON BUFFALO

The
castin
life, a
shows
music
the p
Bo
two r

S. A. C.
Wicki
NORMA
Clevela
LECTA
Houston
St STEE
Pittsbu
LEO M
Bridgep
CHARLO
Newark E
DAN T
Louisvil

FREE NETWORK PROGRAMS BY 23 RADIO EDITORS Produced by BBDO

The March of Time three and one-half years ago. Broadcasting has developed tremendously within their span of life, and they with it. There are many more expensive shows on the air. But these two—one voted the best musical show, the other the best dramatic show—hold the position they had at the beginning.

Both are produced by BBDO—the only agency with two radio programs rated among the five leaders.

THE BOARD OF REVIEW

CURTIS MITCHELL, *Radio Stars* magazine, chairman

S. A. COLEMAN
Wichita Beacon
NORMAN SIEGEL
Cleveland Press
LECTA RIDER
Houston Chronicle
SI STEINHAUER
Pittsburgh Press
LEO MILLER
Bridgeport Herald
CHARLOTTE GREER
Newark Evening News
DAN THOMPSON
Louisville Times

ALTON COOK
New York World Telegram
ANDREW W. SMITH
Birmingham News & Age-Herald
RICHARD G. MOFFETT
Florida Times Union, Jacksonville
R. B. WESTERGAARD
Des Moines Register & Tribune
WALTER RAMSEY
Dell Publishing Co., Hollywood
VIVIAN M. GARDNER
Wisconsin News, Milwaukee
JOE HAEFFNER
Buffalo Evening News
JOHN G. YAEGER
Cincinnati Enquirer

C. L. KERN
Indianapolis Star
LARRY WOLTERS
Chicago Tribune
JAMES E. CHINN
Washington Star
H. DEAN FITZER
Kansas City Star
MARTIN A. GOSCH
Camden Courier Post
OSCAR H. FERNBACH
San Francisco Examiner
JACK BARNES
San Diego Union-Tribune

STINE & OSBORN, INC. • Advertising

BOSTON . . . BUFFALO . . . PITTSBURGH . . . MINNEAPOLIS



Roy S. Durstine

change as she does her daily marketing.

The actual fact is that you would have to get the United States mint to shave our penny into a hundred and sometimes a thousand parts before a clerk would be able to drop a coin representing a saving into the housewife's hand.

Let's look at a few examples.

A large food company with a very large appropriation spends 3 cents per capita per year and sells a fine product at an extremely nominal price.

Another large food company has cut its marketing cost practically in two through converting some of its selling expense to advertising. Whereas total selling and advertising was 21 per cent at the beginning (16 per cent sales—5 per cent advertising), it is now 12 per cent total (5 per cent sales and 7 per cent advertising).

Bread is now so good and so cheap that hardly anyone can afford to bake it in home ovens. The advertising to make it known costs less than the wrapper to keep it clean.

The story of Sunkist oranges is too well known to need repetition. But the low cost of the advertising which has been an indispensable aid in making orange-growing into a well-ordered industry for the producers and in changing this fruit from a holiday luxury into a healthful daily item in millions

of homes is significant. At the maximum the cost of this advertising to the housewife per dozen oranges has been one-third of a cent or one-thirty-sixth of a cent per orange.

The Loose-Wiles Biscuit Company says that on a 10-cent package, the advertising expenditure is less than a tenth of a cent. An executive of a representative packer of vegetables and fruits gives one-tenth of a cent per can as the advertising expense. He believes that this is a fairly standard figure for the canned goods industry.

As you drink a 5-cent glass of Coca-Cola perhaps it will help to refresh you to know that only 1576/100,000ths of one of your five pennies went into telling the people of the United States about this product. On a Lord Pepperell shirt 64/100th of a cent has gone into public information about it. A well-known cake of soap carries an advertising cost of one-fifth of a cent.

What Would a Year's Savings Be?

But let's do our best to be completely fair. Even though buying at retail a housewife finds that there are no coins small enough to give her an actual saving in her daily purchases, could there be some way of working out a saving for her on her annual budget if there were no expense for advertising? In other words, if advertising costs 2 or 3 per cent of what she spends, could she be able to get a refund of a few dollars on her total household buying at the end of a year?

Here we come directly up against the very essence of advertising's value as an economic tool. Without the volume, without the mass production, which advertising has helped to create, the unit cost would be increased far beyond the amount of the advertising. Without this mass production, too, her husband and her friends' husbands would have no jobs.

Anyone who has had an opportunity to observe American business over the last twenty years can

(Continued on page 90)

FEDERAL ADVERTISING AGENCY INC.
FOUR FORTY FOUR MADISON AVENUE, NEW YORK
TELEPHONE CLIMBARD 3-5400

The New York Times:

Every year since 1916 Lily of France advertising has been a conspicuous feature of The New York Times Rotogravure Section. Mr. Joel Alexander, President of the Lily of France Corset Company, says this advertising represents an investment of incalculable value.

Lily of France advertising in The Times constitutes the backbone of our Spring and Fall presentations. It has given double value. It sends customers into stores and shops; it also exercises a definite influence on the minds of dealers and buyers everywhere throughout the country.

John H. Wood

FEDERAL ADVERTISING AGENCY, INC.
New York City.

JFW:C

✓ In New York City more women paying over \$7.50 for street dresses are reached in their homes per advertising dollar by The New York Times than by any other newspaper.

(From R. L. Polk & Co. Consumer Census.)

Advertising Begins at 40¢

Anyway, Here Is an Investigation That Would Seem to Make
This a Reasonable Conclusion

By Ray Giles

CHESTER M. WRIGHT'S article, "Life Begins at \$40," (PRINTERS' INK, November 15, 1934), is too flatly discouraging. Speaking of the eighteen million Americans on relief, he says, "they will never respond to a great range of advertising until they earn above \$40." Between the lines is the implication that 60 per cent of the population wasn't worth much in 1929 and God alone knows how much lower that per cent is today.

But advertising begins at 40¢. Wherever two bits, a dime, and a nickel are clutched in a fist advertising has a chance. After reading Mr. Wright, I rushed right out to verify that impression. I made a good thorough survey, going not to statistics but to people.

My first subject, Smörga Smörgasbord, a roving mechanic, couldn't understand English very well, but he was most obliging.

"Sure; Ay smoke Chesterfields," he confessed, fishing out a package of them. "They satisfy. Sometimes Ay have to peek op botts from the sidewalk bot whan Ay gat money Ay buy, by dam." Advertising begins at 40¢—they don't all roll their own from newspaper and discarded and mashed cigar butt.

Parkington Housemann, my next experiment, admitted that he had been on relief for a year but kindly consented to entering the nearest telephone booth where I stripped and examined him. Findings: a hat from Macy's, shoes by Thom McAn, watch by Ingersoll, pipe tobacco by Lorillard, underwear from Hearn's, suit from Bloomingdale's, garters by Boston. Housemann admitted, as I threatened to shut the door and suffocate him, that he had read the want ads that morning in an advertised newspaper and eaten Quaker Oats for breakfast.

Then I pounded the door of the

tiny one-room quarters of Mrs. Fannie Sidebottom who came and opened it while still nursing her baby on unadvertised and unbranded milk. "Yep; I've heard about that advertising racket, but you don't fool me," she said belligerently. However I brushed right past her and over to some shelves near the stove where I found A & P Coffee, Cow Brand Soda, and a can of Campbell's Baked Beans. At the sink I made the rich haul of a cake of Ivory Soap.

Thus it went for days and days. The only group I found entirely separated from advertising was in a nudist colony where they were living on nuts, fruits, and vegetables from a garden.

An Habitual Bum—but He Watches Labels

Doddsworth Bulp, an habitual bum, made a comment which was many times repeated. "Everything I own or use is being given me," he said, "but, boy, I'm watching labels, and when I get my claws on some real dough I'll know what to buy all right." But that's rather up Mr. Wright's alley.

Even little boys preferred Milky Ways and Wrigley's.

So, Mr. Wright, if you can knock off next Friday afternoon, I'll try to find an unadvertised automobile and we'll go out and visit some of these people whose plight is genuine enough, heaven knows, and not to be laughed at, but whose connection with advertising is not entirely severed.

Yes; advertising begins at 40¢. Anybody with 40¢ and the ability to recognize a trade-mark can hardly avoid purchasing advertised goods now and then. No alibis, Mr. Wright; remember how you and I used to prove by statistics that not more than a million or so people could possibly afford to own automobiles!

SOLID SUBSTANTIAL GROWTH

Circulation Totals from Publishers Statements
to the Audit Bureau of Circulations for Six
Months Periods Ending September 30

1922	115,972
1925	133,133
1928	170,125
1931	198,012
1934	229,312

Two-thirds of Ontario's population live within a radius of 100 miles of Toronto. One-third of Canada's buying power is concentrated in this area, which has the largest share of the consumer population, with more money to spend than any other comparable area in Canada. Within this zone is concentrated more than 1,300 million dollars of consumer income, or over 28 per cent of the Dominion's total.

In this most prosperous market in Canada, The Toronto Daily Star goes into tens of thousands more homes than any other newspaper—homes of substantial families who most readily respond to advertising. The milline rate of The Toronto Daily Star is, however, the lowest of any newspaper in Canada.

Offer your merchandise in The Toronto Daily Star, the most effective sales producer in Canada's richest market.

THE TORONTO DAILY STAR

"One of the World's Greatest Newspapers"

TORONTO - CANADA

U. S. Representatives: CHAS. H. EDDY CO. — New York — Chicago — Boston



Blair

THE BOONE MAN REPRESENTS 26 HEARST NEWSPAPERS

DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston American
Baltimore News-Post
Atlanta Georgian
Washington Times
San Francisco Examiner

Chicago American
Detroit Times
Wisconsin News
Omaha Bee-News
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Rochester American
Detroit Times
San Francisco Examiner

Baltimore American
Atlanta American
Omaha Bee-News
Seattle Post-Intelligencer

As
princip
is to a
where

The g
medium
only i
known
tiality
of less
shift s
OPPO

News
the m
outstar
tage of
utter
for bei
night
it can

C A

R O D

H E A

Chic

San F

Where Digging COUNTS

AS everyone agrees, the first principle of successful selling is to aim Sales Pressure *when* and *where* it will be most productive.

The great problem is to find a medium which will Dig for Sales *only* in those fields which are known to be of highest potentiality . . . and to the exclusion of less productive areas . . . to shift sales PRESSURE with sales OPPORTUNITY.

Newspaper advertising furnishes the means to this end. For the outstanding and exclusive advantage of newspaper advertising is its utter flexibility . . . its faculty for being started or stopped overnight . . . and the ease with which it can be concentrated upon areas

showing the greatest certainty of success.

The only questions are . . . *what* markets are most susceptible to sales pressure; *how* can it be applied most profitably?

To answer these questions quickly and accurately, staffs of trained men constantly study the 15 great markets covered by the 26 Hearst Newspapers, represented by the Rodney E. Boone Organization.

They seek to discover buying trends and buying power . . . how dealers can most readily be stimulated locally. This information is made speedily and impartially available to all.

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE
NEW YORK

Chicago	Detroit	Cleveland	Boston
Philadelphia	Rochester	Atlanta	
San Francisco	Los Angeles	Seattle	

This Letter Collects \$10,000

TWO hundred letters to delinquent jobbing accounts; 145 replies within ten days; collections in excess of \$10,000; that, according to Stuart G. Phillips, advertising manager, is the record of a single collection letter sent out by The Dole Valve Company.

The letter follows:

You should have been here on the 10th of November or the next two or three days following for that matter. We received a lot of checks—it did our hearts good—it would have cheered you up to see that there was so much activity.

As the remittances went through we looked carefully for a good word from you, but we are sorry to say we didn't find one.

Well, we figured, it may be they've made a mistake and believed that our terms provided the 10th proximo

as a settlement date. So we got all warm inside with anticipation around the 10th of December. Again we failed to find a check from your good company.

Without doubt, you have just overlooked it. There is the Christmas Season so near at hand and what with one thing and another it is easily done. We know you are not usually behind in your payments so that very likely now you have received this little reminder and sincere request, you will be good enough to co-operate with us.

Do, please send your check for \$..... and let us each enjoy a Merry Christmas and start the New Year right.

With kindest regards,

P.S.—A stamped addressed envelope is enclosed for your convenience.

Geraldine on the Air

THE Metropolitan Opera broadcasts which PRINTERS' INK of October 25 reported would be sponsored by the Lambert Pharmacal Company, will start December 29. The series will bring Geraldine Farrar back into active association with the opera house from which she retired twelve years ago.

Miss Farrar will have her own microphone in one of the grand tier boxes, from which she will make between-the-act talks. From

time to time she will ask members of the opera company to visit with her and speak to the radio audience.

The broadcasts this year, as when they were previously sponsored by the American Tobacco Company, will cover Saturday afternoon performances and the Christmas Day matinee performance of "Hansel and Gretel." The series will continue for twelve or more weeks.

Engelmann to Be Space Buyer Riegel & Leffingwell

W. M. Engelmann will join Riegel & Leffingwell, New York agency, on December 1 as space buyer. He previously was with Topping & Lloyd, Inc., in a similar capacity.

Handling Cinderella Dress Account

Advertising of Cinderella Dresses, trade-marked line of children's frocks, product of Rosenau Bros., Inc., Philadelphia, has been placed with the Al Paul Lefton Company, Inc., Philadelphia.

New York Edition for "The Parents' Magazine"

The Parents' Magazine has, with its December issue, started a special New York metropolitan area edition. E. J. Robbins, for many years with the Capper and Curtis organizations, is in charge of the advertising in this new section.

Has Sexauer Advertising

The J. A. Sexauer Mfg. Company, New York, plumbing products, including "Mule-Kick" waste pipe cleaner, has placed its advertising account with Churchill-Hall, Inc., New York.

Cutting the Call Cost

Seven Ways That Have Proved of Use in Reducing One Item of Sales Expense

By Ralph Crothers

THE high cost of unproductive calls is every sales manager's problem. Time is a salesman's capital. Every useless call wastes time, loses morale and money. Here are some of the ways in which sales managers are cutting this waste.

1. Is the list too large?

The vice-president of a large food specialty concern was covering one city with nine salesmen. The sales expense was running high. He started to analyze each order and spot every sale on a map of the city, something like the one used to catch Bruno Hauptmann in the Bronx. One kind of pin showed average orders of more than \$1,000 a month, another type under \$250 a month and all the gradations in between. Nine per cent of the stores were furnishing 88 per cent of the volume. Looking these pins in the eye showed him that a territory re-adjustment would enable him to cover the profitable stores with three salesmen. Stores under \$250 were discarded entirely for personal solicitation, the list being turned over to local jobbers. In this way any business which came as a result of the highly expensive missionary work was taken care of. The other six salesmen were given brand new territories for this advertised specialty.

2. Could prospects save money by eliminating themselves?

The local Pontiac dealer in a town near New York told me how he had increased sales and cut his cost per sale by asking prospects to eliminate themselves. Every 1933 owner was written a letter and then phoned by one of the floor salesmen in a week's drive. Every absolute "no" was eliminated; the ones who didn't turn down the proposition cold were intelligently solicited and sales costs dropped.

A large radio company developed three selling plans based on a study of retail outlets and then eliminated every retailer who didn't take up one of the three. They found that sales costs were cut.

Some curious things happen when a concern goes out to eliminate prospects. There is an unusual angle in human nature which seems to make a man resist being eliminated if he has the slightest flicker of interest about the product.

3. Free advertisement for the telephone.

Here's where I give the telephone a boost, not so much in the preliminary stage but in this manner. The owner of a company selling electric refrigeration told me the other evening that any salesman who can't tell the difference between a real prospect and one who is not a prospect isn't a salesman but a peddler.

He said: "We sell through retailers and some of our men keep calling on an account year after year in the foolish hope that some day they will break down the bars of resistance and actually get sufficient business to justify the calls. That is they used to do that until we changed the story. Most of the people who were beaten down won't be profitable to the company for five years after their first order."

What this company does now is to insist that each salesman say to his prospect after the fourth or fifth call that he is not going to come regularly but that he will keep in touch by telephone. This often has the effect of making a retailer who has shown little interest in the money-making possibilities of the line before, come to the dotted line when he hears he is going to be eliminated unless he talks turkey.

The sales manager of a New

York knitting goods company says: "In my opinion, a salesman strengthens his position by telling his prospect, after the second or third call, that inasmuch as he has not been able to sell him, it will not pay him to continue his visits, but that every second or third time he is in the neighborhood he will call him on the phone and ask the prospect if he wishes him to call."

"A dozen such phone calls could be made in fifteen minutes at a minimum of expense, and with just as much opportunity of making a connection with the buyer who has been hostile, as if a personal call were made."

"Salesmen, however, should be informed that the time saved by such a method should be employed profitably by actual calls on likely prospects who are friendly, and in no way should the salesman feel that he had done a good day's work because he has called ten or twelve such doubtful prospects on the phone, as a good many of them would do if not properly checked up."

4. *More dope in advance.*

The maker of automatic machinery in New England was talking to a young salesman who hadn't made good. The young man told him frankly he didn't enjoy selling and felt he might be in the wrong place in the organization.

His frankness, his enthusiasm impressed the head of the company. It was the young man's suggestion that he help the sales force both as an inside promotion man and as an information getter. It has been his job for the last six months to furnish salesmen with more detailed information about prospects they are to call on.

He gets his information in a number of different ways. Once in a while he makes a call on a big prospect without any desire to sell but merely to pick up bits of news which the salesman can use to his own advantage. The young man is a good golfer, an excellent contact man and at the country club, at Rotary luncheons and other social events he picks up plenty of helpful information. Within the last six weeks one of the largest

orders the company has sold in 1934 was secured as a direct result of this man's detective-like ability to ferret out helpful news about the prospect in advance of the salesman's call.

There is an excellent idea in this suggestion and many sales managers are using it profitably this year. Too many of the sales interviews which make up the high cost of selling are begun with woefully inadequate information on the part of the salesman about his prospects' needs. Substituting real up-to-the-minute news about a prospect for a cold turkey canvass is one very definite and helpful way of cutting down the high cost of unproductive selling.

5. *Better approach training.*

Some sales managers have started a new type of training course designed to teach their men to make a better approach and not be knocked flat by the very first objection.

This type of approach training means far more than the pep talk in the morning. Telling a salesman what to do isn't enough. Many a buyer has learned how much easier it is to turn a salesman down by mentioning uncertainty, international affairs and general political talk.

Three new good selling reasons, worked out in connection with an investigator inside the organization, are far better than a long sales talk. This training in new approach methods is one excellent way of cutting down the cost of unproductive calls.

6. *Working salesmen by trades.*

During the last six months many a concern has replaced haphazard calling by a better planned system. The division of prospects by industries or types of outlets rather than by geographical territories has proved its worth.

A company selling a product that has thirty-six separate uses, cut its sales force three months ago and urged upon the remaining men the necessity of becoming specialists in at least two fields of industry. The company put it up to every man to choose his own in-

*Buic
*Cadi
*Chev
*Chry
*De S
*Ford
*Grah
*Hup
*La F
*LaSa
*Linco
*Pack
*Pierc
*Arro
*Plym
*Ponti
*Stude

Author

TH

GEOR
NEW

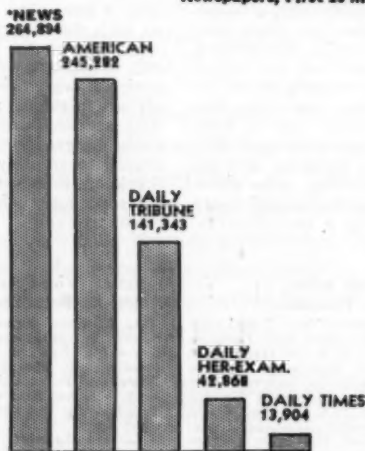
* Represented in

THE CHICAGO DAILY NEWS

WITH MORE ADVERTISING THAN IN ANY
OTHER CHICAGO DAILY NEWSPAPER

Total New Passenger Car Advertising Lineage in Chicago Daily Newspapers, First 10 Months, 1934:

*Buick
*Cadillac
*Chevrolet
*Chrysler
*De Soto
*Ford
*Graham
*Hupmobile
*La Fayette
*LaSalle
*Lincoln
*Packard
*Pierce-Arrow
*Plymouth
*Pontiac
*Studebaker



Authority Media Records, Inc.

THE CHICAGO DAILY NEWS

CHICAGO'S HOME NEWSPAPER

GEORGE A. McDEVITT CO., National Advertising Representatives,
NEW YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO

dustries, many of course already having good contacts in certain fields. The rest were assigned, and the company subscribed to business and industrial papers in those industries for every man at his home, and urged each man, in addition, to do research work in those fields in his spare time.

A list of books for each business was prepared by the vice-president, and the new plan was written up in the house magazine. To as great an extent as was possible the company eliminated geographical territories in favor of industrial territories. Many prospects of small potentials were eliminated. For the short time this plan has been in effect its results have been excellent. More sales are being made on first calls. A smaller force is selling more intelligently, according to the vice-president who started the plan.

While such an idea can be used best by companies selling in a few States to industries only, a somewhat similar idea has often been used by companies distributing through retailers.

One company recently turned its rather large sales force into two much smaller ones. One is composed of the best paid stars who are capable of handling the big accounts. The other sales force, mostly pluggers, do the small towns only. With only a limited period

for the sales season, this plan has saved much time and thus done its share in cutting down the high cost of unproductive calls.

7. Making conclusion calls.

With every sales force being asked to do more effective selling to a smaller, better selected list of prospects, more conclusion calls are being insisted on. In normal times, many a salesman mistakes a prospect's politeness for weak-mindedness and keeps going back to men who are always willing to turn him down politely. Few wastes in the whole field of salesmanship are greater than the habit of making three, six or nine calls when two, properly planned, would have obtained a conclusion, favorable or otherwise.

When more conclusion calls are insisted on by sales managers a lower sales cost will likely be the result.

Any problem of too high sales costs is more than likely to be tied up with the expense of too many calls on people the salesman doesn't sell. Eliminating fringe prospects, cutting down unwieldy lists, better advance planning and above all a sales approach and sales talk definitely designed for the purpose of coming to an early conclusion, are simple but usually effective methods for reducing the high cost of unproductive calls.

Gilbert P. Farrar Joins American Type Founders

Gilbert P. Farrar has joined the American Type Founders Sales Corporation, Jersey City, N. J., as typographic counselor. Until recently he held a similar position with the Intertype Corporation. He will continue as director of typography for the Condé Nast Press. Mr. Farrar has taught advertising typography at New York University for ten years.

• • •

Acquires "Homiletic Review"

The *Homiletic Review*, published for fifty-six years by the Funk & Wagnalls Company, has been acquired by The F. M. Barton Company, Publishers, Inc., Cleveland. Beginning with the January, 1935 issue, it will be merged with *The Expositor*, published by the Barton Company, as *The Expositor and The Homiletic Review*. Both publications are for Protestant ministers.

Cormier, Vice-President, American Broadcasting

A. A. Cormier, who resigned a few months ago as general manager of Station WOR, Newark, N. J., is now vice-president in charge of sales of the American Broadcasting System, New York. He had been with the Bamberger Broadcasting Service for more than eight years.

Edward Ayleshire will join ABS as sales promotion manager. He was formerly with Lord & Thomas, Inc., and Blackett-Sample-Hummert, as head of their radio departments.

• • •

Photoplay Unit Dissolved

Shadoplay will be sold separately from *Photoplay*, effective with the March issue when the price of *Shadoplay* will be increased from 10 cents to 15 cents. These are two of the changes that are being made since these magazines were taken over by the Macfadden organization.

Indiana's "2nd Largest City" Reads only ONE Newspaper



Larger in numbers than Fort Wayne, South Bend, Evansville—second only to Indianapolis itself, is the "city" of 49,974 homes in Marion County covered exclusively by The News.

Six days a week, The News is delivered to and read by these 49,974 families, which represent a population of approximately 200,000 people. They neither receive nor read regularly any other daily Indianapolis newspaper.

Here is a huge plus-market of typically American men and women, living in tune with the times, availing themselves of every modern convenience that gives purpose and pleasure to life . . . a plus-market unanimous only in one great preference—its newspaper . . . a plus-market extremely responsive to well-planned sales and advertising effort.



The exclusive home coverage of The News is based on the Management Institute Newspaper Survey of 79,289 homes within the corporate limits of Indianapolis and adjusted for the A. B. C. city circulation territory (Indianapolis and Marion County).

THE INDIANAPOLIS NEWS

The 145,026 Circulation of The News during the first ten months of this year is the largest of any daily newspaper ever published in Indiana.

New York
Dan A. Carroll, 110 E. 42nd St.

Chicago
J. E. Lutz, 180 N. Michigan Ave.

... The Lions

On November 4, a visiting team scored against Detroit, the first score against the Lions in eight starts. Stung to keener action, the Lions then proceeded to roll up a score of 40 to 7! When they play foot ball they mean business!

Detroit means business, too. Its sensational rise from the lowest depths to which any large American city had been driven to a position of leadership in recovery is typical of Detroit. At the bottom of the depression Detroit's two major banks closed their doors permanently, but so great has Detroit's recovery been that one has paid 50 per cent and the other 67 per cent to date, with the former about to distribute another 91 million dollars in time for Christmas.

Detroit's tool and die plants, harbingers of production to come, are busier today than they were a year ago, which means that 1935 will bring even greater automobile production than 1934. Employment figures in Detroit today are ahead of any year since 1930.

In sport or industry . . . in all the varied activities of this great city of metropolitan interests . . . Detroit has taken a place of leadership recognized throughout the world.

One of the most distinguished champions of this **FOURTH MARKET IN AMERICA** is The Detroit News!

Champion in spirit and performance, it has held its high position among the nation's leaders for twenty years. This year . . . as always . . . it is the first in Detroit in total advertising linage. **IT IS FOURTH FOR THE FIRST 10 MONTHS OF 1934 AMONG ALL THE THOUSANDS OF AMERICAN NEWSPAPERS.**

The News is a consistent champion because it never loses sight of its goal. Its objective is the homes. **IT REACHES THE HOMES OF DETROIT AT THE PEAK OF READER INTEREST AND RECEPTIVITY.** No fumbling! No offside play, either! No incomplete passes!

The Detroit News

New York

THE HOME NEWSPAPER

Chicago

I. A. KLEIN, Inc.

J. E. LUTZ



In the Detroit trading area where 47% of the people of Michigan and 60% of its wealth is located, News circulation is lowest where income is lowest, and highest where income is highest. Here also The News has the largest circulation of any Detroit newspaper with 95% of its weekday and 85% of its Sunday circulation concentrated.



96 out of every 100 copies delivered by carrier—largest family coverage in Southern California.

First in display advertising and classified advertising—over 10,000,000 lines of advertising for first 10 months of 1934.

Williams, Lawrence & Cresmer Company, Representatives:
285 Madison Ave., New York, N. Y.; 360 N. Michigan
Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit,
Mich.; 210 Chronicle Bldg., San Francisco.

Liquor Advertising Rules Up

Choate Has Formal Hearing with Industry, and Regulations Will Be Announced Later

*Printers' Ink Bureau,
Washington, D. C.*

PROPOSED regulations of the Federal Alcohol Control Administration to govern and control advertising of alcoholic products, and applying to paid advertisements in any form relating to them, were surveyed in a formal hearing before Director Joseph H. Choate, Jr., on November 22.

Members of the Code Authorities and spokesmen for various branches of the industry appeared to make suggestions or objections, Federal agencies, including the Federal Trade Commission, the Agricultural Adjustment Administration and the National Recovery Administration, were given opportunities to be heard.

The regulations as proposed would cover any advertising—in a periodical, newspaper or in other printed, written or graphic form, radio broadcasts, or billboard or other outdoor advertising except labels on bottles or cartons or printed matter accompanying the bottle or container; editorials or other reading matter in newspapers or periodicals for which no money or other consideration is directly or indirectly paid or promised, or to any poster, sign or display material in a retail store not supplied by a member of the industry.

All branches of the industry, including distillers, importers, rectifiers, wholesalers, brewers and wine producers and dealers, would come under the regulations. The regulations, said Director Choate, are intended to clarify what may be termed false or misleading advertising in respect to alcoholic beverages or products.

Specifically, the regulations would define false advertising as omission of the advertiser's name and address unless on a billboard or other outdoor advertising, and to the following aspects of such advertising:

If price is stated, the net contents

must likewise be stated, and in the case of distilled spirits, the alcoholic content as well. Such statements must correspond with similar statements on the labels of bottles or containers.

If relating to a brand or lot of beverages, the advertisement shall not contain any statement or implication concerning age or bottling in bond which is false, or does not conform to regulations relating to labeling, or that is not permitted by the regulations to be used on labels.

Statements which directly or indirectly impute inferiority or unwholesome qualities to products of competitors.

Representations as to curative or therapeutic effects if the product fails to meet standards of quality, strength or purity set up in recognized pharmacopoeia, or in the case of any product that is not recognized by the United States Pharmacopoeia.

Regarding the Origin of Product

Representations suggesting or indicating manufacture or importation from a country or place other than that of actual origin.

Representations in the same advertisement or the same issue of a periodical relative to two or more brands or lots which convey the impression that statements relative to one brand apply to the other or others, unless such statements are in all respects true.

Principal discussion in the hearing before Director Choate arose in connection with labeling provisions and statements relative to curative and therapeutic effects. Harry L. Lourie, secretary of the Importers' Code Authority, asked that proposed provisions be strengthened to bring into conformity as far as possible the advertisements originating in foreign countries relative to imported products into the United States. He expressed the

belief that such control is attached to the importation and sale of the products.

Mr. Lourie went into a discussion of certain conflicting provisions in the importers' code and the regulations of the FACA, and suggested that steps be taken to bring them into harmony.

Edward Fitzpatrick, administrative assistant of the Brewers' Code Authority, asked that the provisions extend specifically to statements relative to a competitive product which are not recognized by the competitor himself as true. He referred specifically to claims that "beer is fattening," which, he insisted, is not true on the face of scientific research. Statements of this nature, he insisted, should come within the provisions of "false advertising," and be adequately covered by proposed regulations.

Would Retain Curative Claims for Brews

LeRoy Walsh, on behalf of the American Brewers Association, told Director Choate that the brewers believe they should be free to make statements relative to curative and therapeutic values of brewed products as developed by scientific research, whether the product itself is listed in the United States Pharmacopoeia or not.

Director Choate asked whether it would be more profitable and advantageous to the brewers if they refrained from this form of advertising. Mr. Walsh answered in the negative, and said that many medical authorities recognize curative values in brewed products and recommend their use.

More strict definitions as to what constitutes outdoor advertising were urged by George R. Beneman, of the United States Brewers Association. Certain proposed provisions, he insisted, should not apply to outdoor advertising, or to advertising novelties or to "slogan" advertisements, as usually found in electric signs.

"If the electric advertisement," said Mr. Beneman, "asks the customer to 'drink Pilsweiser,' it should not necessarily say also that 'Pilsweiser is beer,' or give the

name and address of the manufacturer."

He insisted further that to say that "Pilsweiser is the King of Beers," is not a statement disparaging to the products and commodities of other brewers. "Slogan" advertisements of other brewers, he pointed out, may make contentions of a similar nature in other directions, as that "Schnitzelwurst is the Ace of Beers."

Misrepresentation, he declared, should be confined to specific and tangible properties and aspects; as to age, origin, content, and names of producers. He insisted, too, that it is not a proper field of the FACA to attempt to settle differences of opinion in the medical field as to curative or therapeutic properties of malted and brewed products.

Ammon McClellan and G. M. McDowell appeared on behalf of the rectifiers to urge certain features in advertising regulations to apply to their industry.

H. W. Jenkinson, for the wine and liquor wholesalers, said that the proposed regulations adequately cover their activities.

The need for regulation against false advertising in relation to alcoholic products was pointed out by Raymond Bill, chairman of the Legislative Committee of the Alcoholic Beverage Advertising Council of New York City. At the same time, he cautioned against unwise regulations, difficult in either interpretation or enforcement, or entering into the so-called twilight zone of intangibility. The regulations, he declared, should be specific in meaning and application, and subject to alteration as new conditions arise or as industries face new opportunities.

Director Choate said that the proposed regulations will remain under advisement until the several branches of the industry supervised by the FACA have had the opportunity to present briefs and other suggestions.

His desire, he said, is to eliminate statements in advertising that are manifestly misrepresentative, or wilfully disparaging to the products of competitors.

A Million New Uses

Win-a-Dollar Contest Brings Heavy Flow of Suggestions to Seminole Paper Company

ONCE the wrapper is removed, a roll of toilet tissue loses its trade-mark identity. It is highly desirable, however, that the brand name be remembered. The Seminole Paper Corporation, Chicago, a division of the International Paper Company, has experimented with several methods of trade-marking the roll of Seminole tissue but none of these has been practical.

A package insert was finally decided upon as the most satisfactory solution to the problem. For the last year an insert has been placed in the core of each roll. In addition to serving as a final identification this slip of paper invites customers to send in new suggested uses for the product. For every new practical use submitted, the company agrees to pay \$1.

The insert itself carries some sample suggestions, with illustrations, and the rules of the "Win a Dollar Contest." One of these slips, contestants are told, must be enclosed with each suggestion. No limit is placed on the number of suggestions that may be submitted.

The primary purpose of this contest was, and still is, the building of good-will among customers. It was not expected that there would be any such avalanche of new uses as has resulted. During the nine months of the contest, more than 115,000 letters have been received. These letters contain an average of ten suggestions each which means that over 1,000,000 suggestions have been sent in. Of course many of the uses are duplicated thousands of times. However, to date the company has issued prizes for approximately 400 practical suggestions.

Every contestant wins a prize. Each letter containing a suggestion is answered by a form letter. With this goes a pencil and a paper listing over 200 of the uses that have previously been submitted. The letter to losers explains that

hundreds of suggestions are received each day and that, unfortunately, not every suggestion is one that has not been previously submitted. "In looking over our long list of suggestions previously submitted," the letter continues, "we find that the ones you have sent us have already been sent by other enthusiastic contestants. But, don't let that discourage you from sending other suggestions that come to your mind from time to time. Frankly, we'd like to hear from you as often as you can find time to write us."

The letterhead on which this message is written carries a sales message in text and photographic form. The pictures illustrate the principal sales points—cotton-soft snow-white, fully-wrapped and 1,000 sheets.

This letter has been so successful in making the contestants sat-

ished with their rejections that another form had to be prepared to answer women who answer the first letter. This second letter thanks the women for their continued interest and sends them an additional present. One present distributed in this way was a bathing cap.

Every time a woman writes a letter to the company about the contest, she receives not only a reply but another present. The company considers this to be important. It is very anxious that there shall be no complaints. Not over twenty critical letters have been received during the nine months of the contest.

Although only a few contestants naturally can win \$1 prizes, this does not seem to affect the interest

in the contest. Women, the records show, continue to send in suggestions. The fact that every time they do so, they receive some sort of reward is an important factor in keeping them happy.

Of special significance is the fact that \$1 prizes are offered. Apparently the size of the prize in a contest is not important. A small prize will usually produce larger returns. More people will believe that they have a chance to win \$1 than will believe that they can win a \$5,000 prize.

About 25 per cent of the Seminole contestants have been men. The most frequently suggested use has been polishing glasses. The next most popular use has been that of applying a small piece of tissue to facial cuts.



Centaur Buys Z.B.T. Products

The Centaur Company (division of Sterling Products, Inc.) has purchased Z.B.T. Olive Oil Baby Powder and other Z.B.T. products from the Crystal Corporation, New York.

The newly acquired line of products will be manufactured at New York and merchandised in conjunction with Fletcher's Castoria. Distribution and sales will be under the direction of Harold B. Thomas, advertising and sales manager of Centaur.

Z.B.T. products will make their appearance under Sterling Products' sponsorship January 1. Plans for an extensive advertising campaign are being formulated.



Again Heads Sales Group

John A. Stevenson, executive of the Penn Mutual Life Insurance Company, has been re-elected president of the Sales Managers Association of Philadelphia. Other officers elected include Wesley A. Gilman, N. W. Ayer & Son, Inc., vice-president; J. LeRoy Smith, W. B. Saunders Company, treasurer; and Howard G. Ford, W. H. Hoedt Studios, Inc., secretary.



Edith Whitlock with Ross

Edith Whitlock is now with Albert M. Ross, Inc., New York agency, where she is in charge of media. Miss Whitlock was formerly in charge of media for Pedlar & Ryan, Inc., New York agency, for five years.



Orde Joins Tracy

Bertram L. Orde, formerly of Cecil, Warwick & Cecil, Inc., has joined W. I. Tracy, Inc., New York agency, as an account executive.

Cleveland Dry Goods Stores Unite

Twenty-eight neighborhood dry goods stores in Cleveland have united for co-operative buying, advertising and selling. Henceforth the chain will be known under the association title of United Dry Goods Stores, Inc.

The dry goods firms will follow the methods of the Eagle Hardware Stores group formed in Cleveland over a year ago. The latter organization is a consistent big space advertiser offering special featured merchandise each week with a list of all Eagle stores at the conclusion of the copy.

Co-operative advertising will form the most important part of the new venture.



Nu-Enamel Appointments

S. A. Stephens, formerly head of the Nu-Enamel Distributing Company of Illinois, has been made director of sales and advertising of the Nu-Enamel Corporation, Chicago. Frank Pitts, vice-president, is now head of factory operations in Europe and Asia, with headquarters in England. He succeeds Harry V. Donaldson, who has returned to the United States to serve as assistant sales manager.



Organize Boston Technical Group

The Technical Advertising Association of Boston was organized at a recent meeting which adopted a set of by-laws. At a meeting to be held in December, the group will elect officers. Roger A. Poor, of the Hygrade Sylvania Corporation, Salem, Mass., is one of the active organizers of the group.



To Represent "Plain Dealer"

Garner and Grant, Atlanta, have been appointed to represent the Cleveland Plain Dealer in the South, effective December 1.

WORCESTER, MASS.

Population—City **195,311**
 City and Retail Trading Area **433,287**

Of All Residential Structures in the Worcester Area

66.5% ARE OWNER-OCCUPIED

According to a U. S. Government survey made this year, Worcester (the city proper and its environs as outlined by the Census bureau) has 69,371 dwelling units housed in 38,548 residential structures. Of these structures 56 per cent are one-family houses, 18 per cent are two-family houses, 17 per cent are three-family houses; the remaining 9 per cent are apartment houses, row houses, etc.

25,654 of Worcester's 38,548 residential structures are owner-occupied. Whether the owner lives "all by himself" or whether he "lives upstairs and rents the downstairs," his interest in the property is real because it's personal. If the roof should leak HIS wallpaper would be ruined. If the rooms are chilly HIS children will catch cold. If the paint goes bad HE has got to look at it—and HIS wife must apologize to her guests. Consequently he keeps the place up. Because he lives there.

These 25,654 owner-occupants of the Worcester area are personally interested in everything that makes the modern home attractive—comfortable—and economical. Reach them through the Telegram-Gazette, read six days every week in more than 85 per cent of all homes, in Worcester and throughout the average 18-mile suburban trading area, which every day take a Worcester daily paper.

TOTAL AVERAGE NET PAID DAILY CIRCULATION
MORE THAN 100,000 FOR OVER 7 YEARS

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

GEORGE F. BOOTH, *Publisher*

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

Edited for . . . *the Four*

SPOT on any sales map the major distribution centers east of the Rockies, the cities that spell *sales opportunity*—built by oil, industry and commerce. Add to these the rich valleys of the Middle West, the prosperous cotton lands of the South, the busy manufacturing towns of the East. This is America's "A" market. Almost 88% of the country's retail business is done here, and 90% of the total wholesale trade.

It is for the people of this *greatest of all trading areas* that **THIS WEEK** is published. Its format and content are based on the experience of the leading newspaper publishers who have been serving over 4,000,000 families in this great "A" market these many years.

THIS WEEK is the natural development of a long-established editorial feature. As a magazine, its pages will carry what no single newspaper could properly afford to buy—the first-run fiction, the informative articles, the fine color-printing which readers have come to expect of a first-class magazine. Editorially, **THIS WEEK** is fitted to the reading needs of

As for:

ATLANTA JOURNAL
BALTIMORE SUN
BIRMINGHAM NEWS
BOSTON HERALD
BUFFALO TIMES

CHICAGO DAILY NEWS
CINCINNATI ENQUIRER
CLEVELAND PLAIN DEALER
DALLAS NEWS
DETROIT NEWS

MANAPO
MPHIS
WAUKE
NEAPO
ORLE

This Week A post-sale

*Distributed with the Sunday edition except in the Chicago Daily News Saturday edition.

ST ISS

Million

east of million. Its publishing program is as broad and basic as its market. by oil, in HIS WEEK is challengingly new as a powerful marketing force. But Middle West is nothing untried or untested about its editorial plan, the market turing to which it is distributed or the individual papers whose collective experience the country has made possible this new approach to America's greatest sales trade.

THIS WEEK.—HIGHLIGHTS of "THIS WEEK": 1. Hits hard where sales opportunity is greatest—21 major distribution centers. 2. Quality colorgravure printing at low advertising cost. 3. Over 4,000,000 circulation—powerful concentration in the cream of America's "A" market. 4. A live, colorful daily magazine distributed with the Sunday editions.*

UNITED NEWSPAPERS Magazine Corporation
 360 N. MICHIGAN AVE., NEW YORK, N. Y. 360 N. MICHIGAN AVE., CHICAGO, ILL.
 GENERAL MOTORS BLDG., DETROIT, MICH.

As for:

BALTIMORE STAR
 BOSTON COMMERCIAL APPEAL
 CHICAGO TRIBUNE
 CINCINNATI JOURNAL
 CLEVELAND JOURNAL
 DETROIT FREE PRESS
 KANSAS CITY STAR
 LOUISVILLE JOURNAL
 MINNEAPOLIS STAR
 OMAHA WORLD-HERALD
 PHILADELPHIA RECORD
 PITTSBURGH PRESS
 ST. LOUIS GLOBE-DEMOCRAT
 WASHINGTON STAR

MANAPOLIS STAR
 MEMPHIS COMMERCIAL APPEAL
 MILWAUKEE JOURNAL
 MINNEAPOLIS JOURNAL
 NEW ORLEANS ITEM-TRIBUNE

A powerful sales force in America's "A" Market

FIRST ISSUE, FEBRUARY 24, 1935

J. Thorne Smith: Genius

By T. D. MacGregor

IN looking over some of my old papers the other day, I came across a couple of verses written by my friend and former co-worker, the late J. Thorne Smith, clever author of "Topper," "The



J. Thorne Smith

Stray Lamb," "The Night Life of the Gods," "The Bishop's Jaegers," etc., who left the copy department of Edwin Bird Wilson, Inc., in March, 1925. Prophetically enough, in view of his recent death, they are headed "In Memoriam." His many friends among advertising people, I am sure, will be interested in reading these hitherto unpublished lines of an imaginative genius cut off in his prime:

If you should ever see a struggling shade

Approach the desk where once I used to sit,

I ask in kindness do not feel afraid,

But try your utmost to be good to it.

Bell with Wilbur-Suchard

Harry E. Bell has been appointed sales promotion manager of the Wilbur-Suchard Chocolate Company, Lititz, Pa.

Bring in some tracers and a C.M.* book

And let him feel a pile of old okays,

Then ask the office to rush in and look

Among his papers as in other days.

And if he calls and Friday is the day—

There's just a chance that it might happen so—

Let Mr. Sweeney not forget his pay

Or else this wayward ghost might never go.

Thus would I have you treat him should he call,

For once he laughed and labored with you all.

Smith was a good copy writer, unusual in his methods and form of expression. Always he let his imagination run riot, oftentimes with startling results. Strangely enough, Thorne's light touch was used to best advantage in that usually serious field, financial advertising. I remember once he headed a safe deposit advertisement, "A Nest That Will Never Be Robbed." (A group of safe deposit boxes is known as a "nest.") Another attention-attracting advertisement heading he wrote was "Two Incomes and Their Outcomes." A Christmas Club advertisement he wrote for a Florida bank was illustrated with a picture of Santa Claus lolling on the sands of a winter resort, and the heading was "Where Santa Gets a Sunburn."

Advertising's loss was popular literature's gain when Thorne Smith left agency work and began to write books. Both fields of writing lost a genius in his passing.

* "Copy material."

New Office for Alco-Gravure

Alco-Gravure, Inc., New York, has opened a Pittsburgh office in the Grant Building. Walter P. Taylor is manager.

S

a C.M.*

of old

in and

other

is the

at might

get his

at might

at him

labored

writer,

l form

let his

entimes

rangely

ch was

at us-

adver-

headed

nt, "A

bbbed."

oxes is

another

sement

vo In-

"A

ent he

s illus-

Santa

of a

g was

urn."

opular

Thorne

began

f writ-

ng.

k, has
Grant
anager.



Accel
he l
y r
will

A
National



that sells merchandise

Better Homes
& Gardens

the MOST USED magazine

by

Department Stores*

Acclaimed the most successful merchandising of 1934
the BETTER HOMES & GARDENS Retail Sales Program
by request of America's leading department stores
will be repeated early in 1935 . . .



Stix, Baer & Fuller, St. Louis, Mo.



Ames & Wallace, Springfield, Mass.



Woodward & Lothrop, Wash., D. C.
Marshall Field & Co., Chicago



The **FIRST** magazine to should be the one **MOST** by

Fifty-seven of America's leading department stores used *Better Homes & Gardens* and its "Inside-the-House" modernizing program during the fall months.

Their sales people were instructed how to use the editorials and advertising in the magazine to sell more merchandise. Special window and department displays were built around merchandise advertised in *Better Homes & Gardens*.

LaSalle & Koch Company, Toledo, Ohio, comments: "The results from the *Better Homes & Gardens* sales plan showed a 47 percent gain in sales over the figure of one year ago. We do not need to add that this is extremely gratifying."

Better Homes & Gardens is the only COMPLETE exclusively HOME magazine of more than 1,000,000 circulation. The fact that families subscribe to *Better Homes & Gardens* proves their first interest IS that of improving their HOMES.

Meier & Frank Co., Portland, Ore.



John Breuner, Calif.



1. N
2. L
3. B
4. G
5. S
6. L
7. C
8. D
9. P
10. A
11. M
12. W
13. R
14. C
15. L
16. T

★
ne to
MOST

by your best customers

g depart
Gardens
ernizing

ted how
ng in the
ise. Spe
ays were
rtised in

o, Ohio.
ne Better
ved a 41
re of one
that this

ly COM-
xine of
The fact
Homes &
IS that

artment store sales executives know
Better Homes & Gardens' subscribers
their best customers. It is obvious,
efore, that **Better Homes & Gardens'**
ubscribers are your best customers.

how R. L. Polk ranks magazines (with a
n or more circulation) having subscribers
ate "Class 'A' Buyers":

1. National Geographic
2. Literary Digest
3. **BETTER HOMES & GARDENS**
4. Good Housekeeping
5. Saturday Evening Post
6. Ladies' Home Journal
7. Cosmopolitan
8. Delineator
9. Pictorial Review
10. American Magazine
11. McCall's
12. Woman's Home Companion
13. Red Book
14. Collier's
15. Liberty
16. True Story

Breuner Calif.

Maison Blanche, New Orleans, La.



Better Homes & Gardens Used by

Marshall Field & Co., Chicago, Ill.
Gimbel's, Philadelphia, Pa.
Bon Marche, Seattle, Wash.
Stix, Baer & Fuller, St. Louis, Mo.
R. H. White Co., Boston, Mass.
Maison Blanche, New Orleans, La.
Woodward & Lothrop, Wash., D. C.
Stewart & Co., Baltimore, Md.
L. S. Donaldson Co., Minneapolis
Cain Sloan Co., Nashville, Tenn.
Davison-Paxon Co., Atlanta, Ga.
Dey Brothers & Co., Syracuse, N. Y.
J. N. Adam & Co., Buffalo, N. Y.
B. Lowenstein & Bros., Inc., Memphis
Killian Co., Cedar Rapids, Iowa
Herpolsheimer Co., Grand Rapids
Petersen-Harned-Van Maur, Daven-
port, Iowa
Robertson Bros., South Bend, Ind.
J. B. Wells & Son Co., Utica, N. Y.
W. M. Whitney & Co., Albany, N. Y.
H. S. Barney Co., Schenectady, N. Y.
F. N. Arbaugh Co., Lansing, Mich.
New Bedford (Mass.) Dry Goods Co.
R. A. McWhirr Co., Fall River, Mass.
R. H. White Co., Cambridge, Mass.
LaSalle & Koch Co., Toledo, Ohio
Shepard Co., Providence, R. I.
Cohen Bros., Jacksonville, Fla.
Jesse Bros., Inc., Niagara Falls, N. Y.
S. P. Dunham & Co., Trenton, N. J.
Trask, Prescott & Richardson Co.,
Erie, Pa.
M. O'Neil, Akron, Ohio
R & G Furniture Co., Evansville, Ind.
Yunker Bros., Des Moines, Iowa
Davidson Bros., Co., Sioux City, Iowa
J. L. Brandeis & Sons, Omaha, Neb.
L. S. Ayres & Co., Indianapolis, Ind.
Stewart Dry Goods Co., Louisville, Ky.
Wm. Taylor Son & Co., Cleveland
Townsend-Wyatt & Wall Co.,
St. Joseph, Mo.
Gold & Co., Lincoln, Neb.
Ed. Schuster & Co. (3 stores), Mil-
waukee, Wis.
Denver Dry Goods Co., Denver, Colo.
Strouss Hirschberg Co., Youngstown, O.
Block & Kuhl, Peoria, Ill.
H and S Pogue Co., Cincinnati, Ohio
Forbes & Wallace, Springfield, Mass.
Burdine's, Inc., Miami, Fla.
Shriver Johnson Co., Sioux Falls, S. D.
Wise Smith & Co., Hartford, Conn.
Meier & Frank Co., Portland, Ore.
John Breuner Stores, Oakland, Sacra-
mento and Stockton, Calif.
May Company, Los Angeles, Calif.

More than half of all U. S. depart-
ment store sales are made in the im-
mediate shopping areas of the stores
used by **Better Homes & Gardens**.

the 1935 PROVED sales plan

— 1 —

The spring issues of *Better Homes & Gardens* will put families in the frame of mind to BUY rugs, floor coverings, draperies, radios, refrigerators, curtains, kitchen equipment, electrical equipment, laundry equipment, and other household furnishings and supplies.

Just the kind of an editorial background that puts selling POWER into your advertising.

— 2 —

Leading department stores have contracted to make special department and window displays.

— 3 —

Stores will build their promotion around *Better Homes & Gardens* and the products of advertisers using the spring issues.

— 4 —

Special merchandising instructions will be placed in the hands of department store sales people, explaining how to increase sales by the proper use of the editorials and advertising appearing in *Better Homes & Gardens*.

— 5 —

The names of participating stores will be published in the magazine. *Better Homes & Gardens* will urge its subscribers to patronize them.

1,400,000 FAMILIES

The magazine that is MOST USED by home owners—your best customers

Better Homes & Gardens

Des Moines

New York

Philadelphia

Chicago

Detroit

Minneapolis

St. Louis

San Francisco



ties
ies,
cal
ur-

ing

ial

&
es.

ds
ase
p-

he
ers

E S

stomen

ns

Detroit

AT

speal
Agri
ture
tising
to be
ing
ment

W
verti
on st
"sof
She
right
form
tiona
was
sume

W
fusi
fact
ofte
an c
her
beco
adv

S
thre
mes
Sec
sage
sage

I
the
in a
only
tell
dep
med

F
tha
sun
tisi
app
out
con
the
tria
bac
see

Point-of-Sale Facts for Consumers

Detailed Specifications Should Be Given in the Store

By Don Gridley

AT the Conference on Distribution at Boston recently a speaker from the Department of Agriculture asked that manufacturers talk to consumers in advertising as specifically as they expect to be talked to when they are buying materials and factory equipment.

Wittily she suggested that no advertiser would buy for his factory on such a loose recommendation as "soft as silk" or "warm as toast." She felt that consumers had every right to a great deal of specific information in advertising. The emotional appeal, she rather implied, was somehow unfair to the consumer.

While obviously she was confusing two issues, overlooking the fact that industrial advertising often successfully builds itself on an emotional appeal, she did point her finger at a problem that has become increasingly important to advertisers.

Selling to the consumer is a three-way problem. First, is the message in consumer advertising. Second, is the point-of-sale message. Third, is the clerk's message.

It is at these three points that the advertiser meets the consumer in a vast majority of transactions. At only two of those points can he tell the story. At the third he must depend upon an often pretty lame intermediary, the clerk.

From long experience he knows that no matter how much consumers may demand facts in advertising, it is some kind of emotional appeal that gets them nine times out of ten. At its best, advertising combines emotion and facts in just the right proportion. At its pedestrian worst it confuses them so badly that neither has a chance to seep through the message.

Probably too much has been written about this phase of the problem. Without doubt too little has been written about the other two phases.

One of the most frequently damned branches of all advertising is that for automobiles. Yet the automobile manufacturers have discovered at least one excellent selling formula.

In their publication advertising they make a direct appeal to emotions, even in that most recent "mail-order" type of automobile advertising. Then, when the consumer gets to the showroom he is immediately given a demonstration *plus* a book that is packed full of specifications and statistics. The mechanically minded prospect can take the average piece of automobile sales literature to his home and fill himself full of data about bore, stroke, wheel-base, tank capacity, crank cases, cylinders, etc.

Combines Emotional Appeal with Facts

In its outlines, at least, the automotive method would seem to be an excellent one. It does not preclude the use in publication advertising of the most salient facts, although often the manufacturers seem to feel that it does. Nor does it preclude the emotional appeal at the point of sale. Properly followed through in every detail, the automobile way leaves the consumer with no complaint that facts have been kept from him.

It is a process that has been followed for years by the best industrial advertisers. Because they have been dealing with much smaller numbers of prospects and because they have an intimate picture of those prospects' needs and emotions they have not had to



This effective advertisement in color is almost devoid of specifications

scatter their appeals quite so much as the national advertiser.

However, anybody who thinks that industrial advertisers don't appeal to emotions doesn't know what is happening in that field. Only in this case the emotions are pride in plant, desire for achievement, economy, craftsmanship and the like.

On the whole, industrial advertisers have crowded more facts into advertising than national advertisers. It is, however, a significant fact that one of the favorite points for discussion wherever industrial advertisers meet is whether or not their prospects have not been overwhelmed by too much factual copy.

In this field the real selling is done by the manufacturer's salesman—vice the retail clerk—and by the catalog or specification sheets. So long as salesmanship remains what it is, most advertising, whether it be consumer or industrial, can hope at best to do two major tasks; first, to create consumer acceptance that will be translated into sales when the prospect comes face to face with the product, and, second, to remind satisfied buyers of their satisfaction.

It is important, therefore, that

the manufacturer selling to consumers is faced by the problem of doing more to take care of that selling that goes on in the store. It is no new problem, and, therefore, there is a dangerous complacency among advertisers. Perhaps complacency is not the word. Acceptance of conditions as they are better describes their state of mind.

They have been conscious of the weak links in the chain, they have done their half-hearted best to strengthen these links, they have been pretty successful in selling merchandise, and, therefore, while they may complain that the situation is not ideal, they accept it.

What they overlook today is the propaganda from dozens of sources to get the consumers to demand specifications. The pitched battle over labeling and grading now going on between the canners and the Department of Agriculture is at its roots nothing more than a demand by Government that manufacturers tell consumers more about the product. Here, however, there isn't a confusion of issues. The Government does not complain about general advertising. It does complain about consumer ignorance at the point of sale.

Unfortunately this clearness of thought is not always present among a great many consumer propagandists. They complain that "warm as toast" in an advertisement is not a specification and overlook the fact that there is no very clear reason why consumers should insist on specifications in general advertising.

Of course, for advertising purposes "warm as toast" is one of the best specifications for the consumer buying a blanket. It means more to him as three words than 100 words of talk on tensile strength, thickness of fabric, and all the other things that many of the friends of the consumer seem to demand in advertising.

People don't sleep under B.t.u.'s, nor, as they tuck the covers about them for a comfortable sleep on a cold winter night, sigh with satisfaction, "Oh, boy! Ain't it great to be pulling all of this nice tensile strength up around me."

In other words, "warm as toast" is a legitimate commercial appeal to the emotions, since it is a recognized phrase which no one takes literally. Oddly enough, loose as it is in meaning, since no consumer would be comfortable if he were actually warm as toast, it conveys a lot more to the consumer mind than yards of specifications.

The story is different, however, when we come to consider what goes on at the point of sale. There the consumer has every right to demand more definite specifications. She may not know what many of them mean but a good retail clerk can translate the most technical specifications into understandable terms.

For instance, the consumer should be answered truthfully, when she demands to know if the colors are fast, if the blanket is all wool, if it is durable, if it will shrink when washed. These are important facts—and they are selling facts that belong at the counter.

Yet often at the counter is where the manufacturer's story is weakest. The consumer is met by a clerk who is obviously uninformed, who knows little about blanket-making and even less about the merits of a particular blanket. Beyond knowing the price and a little obvious sales patter the average clerk is of no great help to the manufacturer.

This leaves him with two choices. He can work with the clerk or he can furnish detailed information by means of labels, tags, counter cards or counter literature. If conditions are right he can do both.

The first process, that of educating the clerk, is difficult. Often it meets with antagonism from the clerk's boss. The best department stores, with their excellent courses of clerk training, are difficult to approach, while the inefficient small store is weighed down by the inertia of a shiftless retailer who won't even use a tenth of the acceptable point-of-sale material given him for nothing.

One of the discouraging phenomena of our present-day merchandising picture is the effort expended by advertisers to get retailers to use material that, when properly

used, will increase the retailer's own sales. An unprogressive retailer often will fight harder against accepting dealer helps than against paying a past-due bill.

Furthermore, even the efficient dealer shies away from allowing his clerks to spend too much time learning about any one product. If a clerk is called in the course of a day to sell perhaps 100 different items, in a week 1,000 items, it is obvious to the dealer that his clerks will not serve either employer or customer efficiently if they spend a great amount of time getting information about a single one of those items.

In those industries where bulky goods are sold to the consumer, the matter of clerk education has ceased to be a problem of getting clerk-employer interest. It has become a problem of carrying on clerk education in the most efficient manner. The reason, of course, is that such retail outlets do not carry a wide variety of items and every item sold means a sizable profit to the manufacturer.

As might be expected, in this field we find some of the most efficient methods of taking care of the problem without a clerk intermediary. To be sure these methods



THIS IS THE NEW PACKARD 1933

WHAT THE DISCERNING BUYER SAYS:—They have produced the most beautiful car in Packard's history—elegant, comfortable—yet they have not only retained, they have actually improved Packard's famous blending lines... From the fenders, they have designed the body that you find in all Packard's cars—and the wheels, most comfortable ones you may see. They have redesigned the chassis and springs, giving you greater riding than ever before... They have designed doors that are easier to get into and out of... They have created an entirely new interior—roomier for the car, making it more attractive and comfortable than ever.

WHAT THE DISCERNING BUYER SAYS:—They have taken the three most vital details in the world and have made them still finer—yet by a host of important refinements and improvements... By increasing the width of the wheel and re-arranging springs, they have made the new Packard easier to ride in and easier to handle... By using new materials and re-arranging parts, they have made the new Packard more comfortable, more beautiful... They have produced a motor to produce more power than ever, yet with less fuel consumption... They have produced a motor to produce more power than ever, yet with less fuel consumption... They have produced a motor to produce more power than ever, yet with less fuel consumption...

AT INTERVIEW IN 1933:—The great new Packard for 1933 is now on display throughout the country. We cordially invite you to see them, and to ride in them. We respectfully believe that such an experience will make you more in the confidence of Packard. We assure that neither our effort nor our money is being wasted.

PACKARD MOTOR CAR COMPANY
DETROIT, MICHIGAN

SEE THE NEW PACKARD DIVISION

Automobile advertisers often give many detailed specifications in their copy

have been developed to help the clerk, but in fostering this development the advertiser has created effective silent sales help.

The clerk problem being what it is in most lines, the advertiser is forced to content himself with what work his own salesmen can do occasionally and, perhaps, with a simple booklet which the clerk can read and, it is hoped, digest within a short time.

Once the advertiser drops the clerk from his considerations he finds plenty of means for helping the consumer to get further information.

There is, first, the package. Many packages are not as informational as they could be. Frequently where methods of use or new uses are important, the package does not do half the selling job of which it is capable.

Second, there are such things as tags or leaflets attached to the product. These, when properly planned, can compress the selling argument into small compass. If nothing else, they serve to give the consumer a quick selling picture while he is waiting to be served.

It is from the package and the tag that the consumer has a right to demand specific information.

Probably even the best educated of the consumers may be able to understand little of the more technical data offered—but they may be able to understand enough of it to get help when buying. Manufacturers cannot afford to overlook the fact that into the market every day are coming thousands of boys and girls who are getting advanced technical education in home-making and home-buying during school courses.

Beyond the package and the tag stands the counter card or the window display. The latter can almost be disregarded since its function usually is that of the national advertisement. The counter card, however, combines the functions of national advertisement with those of point-of-sale information.

Naturally the counter card cannot be too technical. But it can at least pave the way for more technical information.

There are a number of advertisers who have solved the problem of point-of-sale information with real success. What they have done is rightfully the subject for another article. Therefore, in a future issue of *PRINTERS' INK* will be discussed some of the methods now being used to give the consumer better information at the point of sale.

* * *

Acquire Philp, Massey Agency

L. J. Heagerty and associates have purchased Philp, Massey & Company Ltd., Canadian advertising agency, with offices in Toronto and Montreal. Executives of the agency now are: President, Mr. Heagerty; vice-president, William M. Chisholm; secretary-treasurer, W. H. Reid; and chief of copy department, Basil G. Partridge.

* * *

Death of C. W. Chabot

Charles W. Chabot, for years associated with the Hammermill Paper Company, of which he had been vice-president, died recently at Dobbs Ferry, N. Y., aged fifty-three. In more recent years Mr. Chabot had been with Ladson-Butler, Inc., of which he had been vice-president.

* * *

Toronto "Globe" Appoints Rubbra

A. G. Rubbra has been appointed to the promotion department of the *Toronto Globe*. Prior to joining the *Globe*, he was account executive with the Harold C. Lowrey Organization, Toronto.

Forms Die Casting Company

Edgar N. Dollin, former president of the Allied and Acme Die Casting Corporations, has formed a new corporation which will be known as the Dollin Corporation to take over the American Type Founders Company die casting division and also the die casting division of the Lionel Corporation. Associated with Mr. Dollin will be J. L. Cowen and Mario Caruso. The new corporation will locate its headquarters at Irvington, N. J.

* * *

Deane with New York "Post"

Ray B. Deane has joined the advertising staff of the *New York Post*. He had been with the *Philadelphia Record* and was secretary of the Philadelphia chapter of the National Food Distributors Association.

* * *

Inglis Joins "Manufacturers News"

E. S. Inglis, for almost a decade secretary of Carroll Dean Murphy, Inc., Chicago agency, has joined the Chicago office of *Manufacturers News*, of that City.

In BALTIMORE--

1934 CITY SURPLUS PUT AT \$2,500,000

Sum, Representing 23 Cents
In Tax Rate, Anticipated
By Officials

Baltimore is expected to close its municipal accounts December 31 with a surplus of about \$2,500,000, it was indicated at the City Hall late yesterday. The sum represents approximately 23 cents in the tax rate.

The exact amount of the surplus will depend on collections in November and December and savings in appropriation accounts.

Gives Status Of Collections

The status of collections as of October 31 was revealed in a statement issued at the Bureau of Receipts yesterday by Thomas G. Young, City Collector. Funds received in the first ten months of the year totaled \$40,511,153, leaving only \$1,836,203 to be collected for budgetary needs.

In November and December last year, collections exceeded \$4,000,000. If the income this month and in December equals that for the same period of 1933 the anticipated surplus of \$2,500,000 will result.

Herbert Fallin, budget director and chief accountant, said he was working on a tentative budget for 1935, but had not reached a point where he could estimate a surplus in appropriations.

Mr. Young reported that in the first ten months of 1933 only 88.02 per cent of the money needed was taken in, but this year the percentage was 95.66.

---THE SUN
Nov. 10, 1934

**THE
SUNPAPERS
in October:
Daily (M & E)
281,294**

**A Gain of 10,551
Over Oct., 1933**

Without that ingenious split in the pen, you might as well try to write with a nail.

☞ No less vital to magazine advertising is editorial skill which feeds reader interest straight to the point.

THE
American
MAGAZINE

THE CROWELL PUBLISHING COMPANY

Collier's, The National Weekly

Woman's Home Companion

The American Magazine

The Country Home

Combined Circulation Over 8,300,000



THE ONLY
DETROIT NEWSPAPER
TO SHOW A
GAIN in
WOMEN'S WEAR STORE
ADVERTISING for
the LAST FIVE
CONSECUTIVE MONTHS
Over the Corresponding Period
in 1933

(Data from Média Records, Inc.)

The Detroit Free Press

1881—ON GUARD FOR MORE THAN A CENTURY—1934

VERREE & CONKLIN, Inc., National Representatives

A
T
C
tion
have
quite
Th
the
comp
being
sions
group
room
Th
group
sentat
out a
Th
quest
of t
A. N
an in
as so
the
contr
At th
the
dorset
hands
many
the st
memb
tively
An
discus
the r
bearin
felt t
port
the p
way
to re
sional
enjoy
This
an
less t
so als
ness
An
the o
were
speed
accou
agree

The A. N. A. Convention

An Unusually Important Meeting, Which Will Have Its Effects on Advertising Practice

THE convention held at Atlantic City last week by the Association of National Advertisers will have its effects on advertising for quite a while to come.

The chief topic, of course, was the A. N. A. report on agency compensation. When this was not being discussed in convention sessions it was being talked over in groups in the lobbies, in the hotel rooms and on the boardwalk.

The observations of these groups, as a PRINTERS' INK representative overheard them, brought out a variety of views.

There was, for example, the question: "What is the significance of the fact that a number of A. N. A. members have registered an intention to put into operation, as soon as circumstances permit, the suggested agency-advertiser contract presented in the report?" At the closed session, during which the members enthusiastically endorsed the report, a showing of hands was called to ascertain how many members would try to use the suggested contract. Only eight members failed to vote affirmatively.

Another group concentrated its discussion on the significance of the report in its probable eventual bearing on agency income. It was felt that, in decrying what the report describes as the rigidity of the present commission system, the way was being paved for agencies to reach more quickly a professional status more in line with that enjoyed by the legal profession. This group reasoned that just as an advertiser might contract for less than the customary 15 per cent, so also might he find it good business to pay his agency more.

Another group was largely of the opinion that, if nothing else were gained, the report would speed development of agency cost accounting. Many, of course, disagreed with the conclusions of the

report all the way from firm belief that the present system will not be changed to the thought that any change to be effected will be gradually evolutionary in process. The latter belief, several advertisers pointed out, reflects the position of the A. N. A. which does not expect any change overnight but does anticipate that more and more advertisers will take the initiative in making contracts.

An address delivered at the convention by Lee H. Bristol, one of the trustees promulgating the report in behalf of the A. N. A., is presented in this issue beginning on page 53. It further reflects the attitude of the advertisers' group.

Co-operative Research Another Convention Highspot

The invitation of President McIntire to have sellers of advertising service and material join with it in common research endeavors, proved to be another convention highspot. His description of what the association has done was, in effect, a formal argument of past policies. The suggested establishment of an advertising research foundation, it was soon apparent, is meeting with a favorable reception by those who believe that such a joint effort could prepare the way for a closer study and continued revaluation of advertising data and practices.

The Association went even further in its policy of having publishers, advertising agents and representatives of allied interests sit in with members on their annual deliberations. Not only were half the sessions open, but the report of the association's legislative committee also was submitted to the assembled members and invited guests.

This would seem to indicate that advertisers welcome the counsel and help of all other elements in the business.

Selling Baseball

THE American League of Professional Baseball Clubs—more familiarly known as just plain American League—has tackled, for the first time in the history of sport, the job of sustaining and increasing interest in baseball.

The program is an educational one designed to sell the game as a whole; and is being carried on by means of motion picture presentations. It has been in operation for several months in a rather modest way, and the success has been such that plans are being laid for an increased program, involving more elaborate films and wider distribution, beginning the first of the year.

Of late years there has been a distinct change in the source of baseball material, as indicated by the fact that during the last year and a half, 60 per cent of the players who entered the major leagues came from colleges. Therefore, the American League has de-

cided to educate high school and college students, and coaches as well, on the fine points of baseball playing, and to encourage baseball participation, which currently has been somewhat eclipsed by football in some institutions.

By this activity of course, baseball attendance stands to benefit, for as Lew Fonseca, recently appointed promotional director of the American League, points out, "If you don't have the players, you won't have the fans."

For this purpose a four-reel silent film has been prepared, which demonstrates the performance of leading American League stars at various positions, shows various baseball plays, how signals work, and so on. The film is supplemented at the presentation by an explanatory talk by an American League representative. A six-reel talking film, now in the making, will also be used in connection with this work.



Maine Development Commission to N. W. Ayer

The State of Maine Development Commission has placed its advertising account with N. W. Ayer & Son, Inc. Plans for a campaign, which is expected to involve an expenditure of \$250,000 call for the use of newspapers, magazines and radio.



Coty Names Two Agencies

Coty, Inc., New York, has appointed the Biow Company, to handle its radio advertising, and Hommann, Tarcher & Sheldon, Inc., to handle all of its other advertising. These appointments become effective January 1.



"Time" Buys a Name

Time & Fortune, Inc., has purchased "Parade," the name of a magazine which had been published in Cleveland by W. Holden White. Some day the name may be used for a new publication.



Boucheron with R-K-O

Pierre Boucheron has joined the advertising and publicity staff of R-K-O at New York. He formerly was manager of advertising and sales promotion of the RCA Victor Company, Camden.

Hanrahan Publishing Company Appoints Calahan

The John Hanrahan Publishing Company, New York, has appointed H. A. Calahan as publisher's counsel on *The Stage, Arts & Decoration*, and *Creative Design*. Mr. Calahan, as reported last week, has resigned as promotion manager of *Delineator* and has opened his own office as a publisher's counsel.



Fawcett Buys Two Movie Magazines

The Fawcett Publishing Company, Inc., New York, has purchased *Motion Picture* and *Movie Classic*, both of New York.



Appointed by Loose-Wiles

D. B. Reed, Jr., is now in charge of advertising of the Loose-Wiles Biscuit Company, Long Island City, N. Y. He is assisted by R. C. Hull, B. C. Lawton, who has been advertising manager, has resigned.



Has Incubator Account

The Belle City Incubator Company, Racine, Wis., has placed its advertising account with Gale & Pietsch, Inc., Chicago advertising agency.

Garage Mechanics and Porter Win in Sales Contest

Being the Story of How Baker Re-Won Grocers

Based on an Interview with

J. G. Luniak

Vice-President and General Manager, Freihofer Baking Company, Philadelphia

THE independent neighborhood grocer is an important factor in the bread business. His good-will is essential. Especially so when the bakery makes a practice of home deliveries, as well as selling the consumer through the grocer. Often, there is some resentment on the part of the grocer. He feels that he—and not the bakery—should be supplying the bread wants of his community.

A situation arose recently in Philadelphia which made it imperative that this attitude be changed. Several of the grocers' buying organizations sent word to their members to push a certain brand of bread that is sold only through grocery channels. Undoubtedly, a protest against distributing methods of the other leading bakeries.

How we overcame this prejudice is an interesting story. Here's an outline of what we did for the grocers:

1—Fourteen hundred employees of the Freihofer Baking Company in Philadelphia, Camden, Chester and nearby localities, went out and "sold" 49,172 persons, mostly housewives, on the idea of doing all of their grocery shopping at individually owned neighborhood stores. These 49,172 persons didn't merely *promise* to patronize these stores. They actually signed cards *pledging* themselves to do so.

2—In co-operation with our advertising agency, we inaugurated a series of Sunday evening radio broadcasts, featuring a minstrel show directed by Charley Boyden, old-time minstrel star. The commercial announcements on these weekly broadcasts stress the importance of the individual grocer in



Phillips Studio

J. C. Luniak

the community and urge listeners to patronize their neighborhood stores—not only for bread, but for every item in the grocer's stock.

3—To carry through these broadcasts more effectively, we built the first modernly equipped radio studio in any large industrial establishment in the country and broadcast our programs direct from the bakery. A special stage was built, the Freihofer Auditorium was enlarged and the independent grocers, their families and friends were invited personally to attend each of the broadcasting presentations. Tickets were distributed gratis. To date, more than 10,000 grocers and guests have attended these performances and more than 90 per cent of them took advantage of the opportunity to go through the Freihofer Bakery.

4—In the interest of increased



About 200 of these 24-sheet posters featured the "100% More Butter" campaign—the company's wagons also carried them

sales for the grocers, we baked 100 per cent more butter in Freihofer's "Perfect Loaf" and used extensive newspaper and outdoor advertising to boost the loaf. Within six months, the "100 per cent more butter" campaign had changed the bread buying habits of more than 55,000 women, a majority of whom had previously done most of their shopping in stores other than the individually owned grocery stores. Records show that 2,000 of the 8,000 independent grocers in our territory have increased their sales of Freihofer's "Perfect Loaf" by 100 per cent. Sales of other grocery items in the stores also showed spectacular increases. The remaining 6,000 grocers reported sales increases ranging from 20 to 50 per cent.

I believe that seldom in the history of co-operative merchandising among the grocery trade, has a food manufacturer gone to such extremes to build up volume, create permanent customers and "sell" the consuming public on the advantages of dealing 100 per cent with independent merchants. In fact, so outstanding have been the results of this co-operative effort, that we have received many letters of inquiry, especially covering our employees' sales drive, from grocers' associations, bakers and other food manufacturers in various parts of the country.

Grocers here admit without hesitation that the Freihofer campaign has put dollars and cents into their cash registers; that it has brought

customers into their stores whom they have not served for years—many of whom, in fact, they had never seen before in their establishments.

The reaction has been such that the good-will we sought to recapture and hold, has been returned many fold. Why? Because we did a real, practical service job for every independent grocer who is located in our territory.

The method of conducting the campaign was simple. First, every one of the 1,400 employees of our company was asked to sign a pledge agreeing to buy all of their groceries at independent neighborhood stores. Then each member of each employee's family was urged to sign a similar pledge. Based on records of an average of five persons to each family, it was figured that the pledge system, up to this point, had created a sales "army" of approximately 7,000 individuals.

The 7,000 family members were asked, in turn, to influence at least ten relatives, friends and neighbors to do all of their grocery shopping in the neighborhood stores. Thus, there was created a potential "army" of 70,000 persons, each pledged to patronize independent grocery stores.

The 1,400 employees were divided into groups, with a leader in charge of each to direct the campaign in that particular group. To encourage competition, prizes were given to each member of the group

Nov
DAN
110
CH
Lake

SIGNS of the "good Times" in Washington (D. C.).

Economic observers report business conditions in the National Capital Market as constantly and consistently on the increase—giving the following figures as the barometer:

A decided increase in resident population placing it well above the half million mark.

The last reports on department store trade show an increase of 28% over a year ago.

Local Post Office receipts for October were \$524,327.00—the largest since December a year ago, and \$57,917.00 over October, 1933.

The bank clearings for October show an increase of about \$10,000,000.00 over a year ago—and nearly that amount over September of this year.

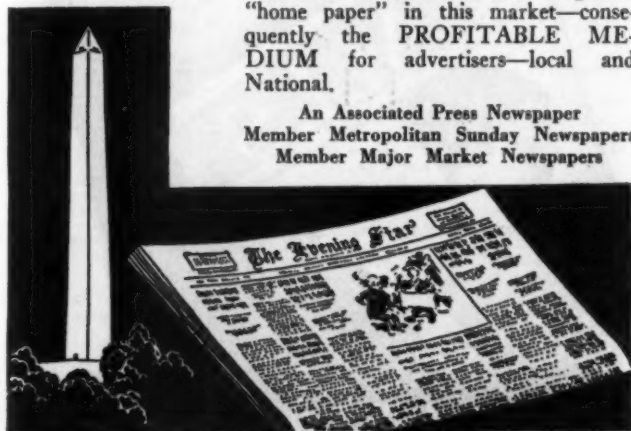
Bank deposits show a gain of \$20,000,000.00 from July 1st to the middle of October.

And this prosperous market is easily and fully reached through THE STAR—Evening and Sunday—its circulation keeping pace with the growth in population. THE STAR is the recognized "home paper" in this market—consequently the PROFITABLE MEDIUM for advertisers—local and National.

An Associated Press Newspaper
Member Metropolitan Sunday Newspapers
Member Major Market Newspapers

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. Lutz
Lake Michigan Bldg.



Two years of SUCCESS M'CALL'S

1. 60% INCREASE. Following the change in make-up, the requests for editorial service material increased 60% in the **HOMEMAKING** Section and 70% in the **STYLE & BEAUTY** Section.

2. ADVERTISING UP. During the two years of the new make-up, McCall's share of the total columns of advertising placed in women's magazines has increased to 19.8%, the greatest in McCall's history.

3. WE LIKE THE TRUE STORY SURVEY. 16,000 magazine-selling druggists, asked to choose, named McCall's first among women's magazines (second only to True Story) for the advertising of a popular priced toilet article appealing to women.

4. 129 NEW ADVERTISERS used McCall's for the first time in 1934.

5. GREATEST SHARE. During the two years



of the m
the new
increased
sales we

**6. LEAD-
ING.** Th
by toilet
zines the

Mc
Wo
Lad
Goo
Del
Pic

**7. PRE-
Houseke**
first six
sively tha

8. McC-
misses w
is makin
45 % v
34.2% v
7 % v
5.4% v
5 % v
3 % v

9. ove
McCall
certain
McCall's
-43% a

10. FL
women's
magazine

11. FLA
the drug
zine form

12. FLA
use an ad

M

for TRIPLE MAGAZINE

of the new make-up, McCall's percentage of the newsstand sale of the women's field has increased to its highest point since newsstand sales were first reported in 1929.

6. LEADS IN TOILET GOODS ADVERTISING. The following total columns were used by toilet goods advertisers in women's magazines the first 10 months of 1934.

McCall's	644
Woman's Home Companion.	605
Ladies' Home Journal	586
Good Housekeeping	483
Delineator	257
Pictorial Review.	157

7. PREFERENCE. Second only to Good Housekeeping, more advertisers during the first six months of 1934 used McCall's *exclusively* than used any other women's magazine.

8. McCALL'S FIRST. 3,000 home economists were asked "What woman's magazine is making the greatest progress?"

45 %	voted for McCall's
34.2 %	voted for Good Housekeeping
7 %	voted for Ladies' Home Journal
5.4 %	voted for Woman's Home Companion
5 %	voted for Delineator
3 %	voted for Pictorial Review

9. OVER 10,000 DINES were sent by McCall readers in answer to the offer of a certain advertiser. This record return from McCall's was first in a field of 12 magazines — *43% ahead of the next magazine!*

10. FLATTERY. A leading Canadian women's publication has changed to triple magazine format.

11. FLATTERY. A leading publication in the drug field has changed to triple magazine format.

12. FLATTERY. A woman's magazine is to use an adaptation of "sectionalized" magazine.

13. FLATTERY. A leading publication in the hotel and restaurant field has changed to triple magazine format.

14. 60,000 REQUESTS were received for a cookery booklet offered by a food advertiser who used a single half page in McCall's Home-making Section.

15. OUTPULLS. A leading food advertiser writes that his March 1934 page in the Home-making Section outpulled by two to one a similar page in the March 1932 issue.

16. "WAY AHEAD," says a leading corset manufacturer, comparing results in the Style & Beauty Section with advertising in other women's magazines.

17. "TWO TO ONE for McCall's," says a food advertiser, comparing returns with two other women's magazines he uses.

18. MORE NEWSSTAND CIRCULATION. McCall's leads the women's field, and by what a margin! In other words, given the whole field to pick from, *women spend their money almost two to one for McCall's, over the next nearest women's magazine.*

19. READ MORE. According to a survey by Prof. Hepner of the University of Syracuse, McCall's gets a greater percentage of its contents read than any other women's magazine.

20. DITTO. By the same survey, a greater per cent of McCall's readers read *all* the magazine, than do readers of other women's magazines.

21. ATTENTION COVER TO COVER. According to the same survey, every section of McCall's receives increased reader attention. Feature article in *STYLE & BEAUTY* read by 76.8% Feature article in *HOMEMAKING* read by 76.8% Feature article in *FICTION* read by 73.7%

McCALL'S...THREE MAGAZINES IN ONE

"signing up" the largest number of pledges and to the individual employee in each group who brought in the greatest number of signed pledges. Weekly bulletins were posted in each department of the bakery showing the progress made by each of the groups and by the individual employees.

Sixty thousand pledge cards were returned. The sales department sorted the entire lot and threw out all cards not filled in according to instructions and also what few cards were duplicated or marked so as to disqualify them. When the sorting had been finished there were 49,172 bona fide signatures. We had originally figured on 20,000 to 25,000 such signatures.

We did not stop there. We still are checking results of the campaign. When persons who have pledged to buy from the individual grocer are found to be buying elsewhere, they are again called upon by our salesmen and an effort is made to re-sell them on the original

plan. Daily reports are made by the sales department as to the progress made by this "follow-up" drive.

There is a significant feature about the campaign that should interest advertising and sales circles, from the viewpoint of sales psychology. Nearly all of our executives guessed in advance—and quite naturally—that the sales department, because of its experience, would carry off the top prizes. But we all guessed wrong!

First prize went to a garage mechanic in our Camden plant; second prize, to a garage mechanic in our Philadelphia plant; third prize, to a porter in the latter plant and fourth prize to a young woman clerk in our Philadelphia office.

Not one of these four prize winners had ever had any previous sales experience, yet each of them sold the "do your shopping at your neighborhood grocery stores" to more than 2,000 persons.

That's one for the book!



Agma Re-elects Willis

Paul S. Willis was re-elected president of the Associated Grocery Manufacturers of America at the twenty-sixth annual convention of the association held at New York last week. Other officers elected were: R. L. James, Libby, McNeill & Libby, first vice-president; J. F. Brownlee, General Foods Corp., second vice-president; and Ralph S. Stubbs, American Sugar Refining Co., third vice-president. H. D. Crippen, Bon Ami Co., was re-elected treasurer.

Elected to the board of directors were: B. E. Snyder, R. B. Davis Co.; E. H. Little, Colgate-Palmolive-Peet Co.; William Gamble, Corn Products Refining Co.; A. C. Monagle, Standard Brands, Inc.; J. M. Hills, Grocery Store Products, Inc.; William L. Sweet, Rumford Chemical Works; Frank Gerber, Gerber Products Division, Fremont Canning Co.; Clarence Francis, General Foods Corp.; Mark Upson, Procter & Gamble Co.; George Burnett, Joseph Burnett Co.; C. P. McCormick, McCormick & Co., and J. D. Swan, Pennsylvania Salt Mfg. Co.

Charles Wesley Dunn was re-elected general counsel for the association.

. . .

Death of L. O. Fiske

Lyman O. Fiske, for many years active in the chemical advertising industry, died recently at Great Kills, N. Y. He was with the Metropolitan Advertising Company, New York, and at one time was business manager of the *Dramatic Mirror*.

Expand Cement Program

Promotion of fireproof construction for small homes will be undertaken by the Portland Cement Association, Chicago, as a part of its 1935 co-operative advertising program. For this and other phases of the organization's campaign, a 15 per cent increase in its appropriation for magazine and business-paper advertising has been voted.

The small home part of the program will be based on methods which, it is stated, will bring the cost of a fireproof home down pretty close to building costs for the average house.

Other advertising during the coming year will continue promotion of the use of cement for road building and architectural construction.

. . .

Transferred by McCann-Erickson

Vernon Churchill is now representing the Portland, Oreg., office of McCann-Erickson, Inc., succeeding W. A. Joplin who is now with the Seattle office of that agency. Mr. Churchill has been with the McCann-Erickson office in San Francisco, which he joined several months ago.

. . .

Nash's Holiday Gifts

Two three-hour programs, one on Christmas Day and one on New Year's, will be sponsored over a network of 100 stations by the Nash Motor Company. Lionel Barrymore will make his radio debut on the first of these. Guest stars will include personages from the operatic, movie, and literary fields.

IN
Y
him
if h
sent
satio
that
od
satis
agen
La
code
gove
trade
to u
make
agen
one.
An
had
more
agen
tive
there
McIn
myse
Bert
it. W
as w
was.
doubt
propo
NRA
get al
remun
agency
Imm

by
the
up"

ture
in-
cles,
psy-
our
ce—
ales
expe-
top
ong!
rage
ant;
anic
third
plant
man

e.
prize
rious
them
your
to

uction
en by
Chi-
rative
other
paign,
propria-
paper

ogram
it is
reproof
costs

oming
the use
archi-

on
enting
Cann-
Joplin
fice of
been
in San
several

ne on
Year's,
ork of
Com-
ke his
Guest
m the

Why A. N. A. Solidly Backs Agency Report

The Association of National Advertisers hails the Haase report on agency compensation as supplying the medium for effecting a real and instructive partnership between advertiser and agent. This thought was brought out by Lee Bristol in the concluding address at the A. N. A. convention in Atlantic City last week—an address, by the way, which many people heard rather than to catch the early afternoon train out of town. Mr. Bristol, one of the trustees promulgating the report in behalf of the organization, here sets forth the official A. N. A. attitude on the whole agency proposition. The address, practically in full, appears below.

By Lee H. Bristol

Vice-President, Bristol-Myers Company

IN the summer of 1933, Jim Young—I suppose I should call him Professor James Young, even if he's always "Jim" to me—presented a report on agency compensation which set forth the thesis that the standard 15 per cent method of compensation was a very satisfactory system for advertiser, agent and medium.

Later in the year, a proposed code was submitted to the NRA to govern the advertising agency trade. This proposed code, it seemed to us, represented an endeavor to make the 15 per cent system of agency compensation a permanent one.

Analysis of the Young report had shown the necessity for a more comprehensive study on agency compensation. The executive committee of the Association, therefore, appointed Allyn B. McIntire, Stuart Peabody and myself, as trustees of such a study. Bert Haase was chosen to direct it. We felt that no other man was as well suited for the job as he was. And the results prove beyond doubt that we were right. The proposed code submitted to the NRA strengthened our decision to get all the facts dealing with the remuneration of the advertising agency.

Immediate and practical use of

information that was being pointed up by our study was made in *calm* opposition to the proposed agency code.

There was only one idea before us: To get at fundamental facts so that the money we spend in administering our advertising program could be made most productive. For, upon our expenditure of advertising dollars, agents and medium owners—and the entire advertising structure—depends.

All through the last months of this year we labored over our study. Bert Haase and those working with him went over and over the report so that it would be presented simply and practically to give everyone involved in advertising the utmost benefit.

A week ago advertisers received a copy of the completed report. Within the last few days copies have been made available to non-members of the Association, that is to say to agencies, mediums and, in fact, to anyone interested in the subject.

I want to state that I am proud to have had a hand in making that report possible. For we accomplished just what we set out to do. We have obtained a complete picture of the advertising agency compensation system in actual operation. Now we *know* what



Blank & Stoller, Inc.

Lee H. Bristol

effect the method of agency remuneration has on the agency structure. There is no more need to merely believe or to accept the beliefs of others. *Here are the facts.*

To get at these facts, three lines of inquiry were followed: First, an analysis was made of everything that has been written and said on the subject of agency compensation. Second, an inventory was made of those agency practices related to compensation. We wanted to find out just what agencies were doing for advertisers, what advertisers found it necessary to get others to do for them, what methods advertisers used to pay their agencies for the performance of various services, and other similar information. Third, I. W. Digges, our legal counsel, delved into the law, and from a study of over 800 cases ascertained the legal principles that govern the relationships existing between advertiser, agent, and medium owner.

Mr. Digges' opinion was concurred in by well-known attorneys in many States. No dissenting opinions were received. Again we were pioneering. No previous study on agency compensation had definitely established the legal status, duties and responsibilities of the agent.

And what did our three lines of inquiry disclose? To get a full

answer to that question you should read the entire report called "Advertising Agency Compensation in Theory, Law and Practice." I believe, however, that I can fairly and adequately answer this question by presenting a brief summary of the report. Here is the summary:

(1) *Advertising agent is agent of advertiser only!* The modern advertising agent is the employee and agent of the advertiser. Both business practice and legal decisions show that the agent owes the advertiser an undivided loyalty.

(2) *Advertiser pays the agency:* The advertising agent is paid directly by the advertiser. The agent generally receives money from his principal (the advertiser) in a fiduciary capacity—that is to say, as a trustee—and pays to the publisher all of the money received expressly for that purpose and retains that part which represents his compensation: The money flows directly from the advertiser through the agent to the medium. *The advertiser pays the agent.*

(3) *Agents set present rate of compensation:* It is often said that owners of advertising mediums determine the rate of agency compensation. This study shows that this statement is not correct. The owners of advertising mediums are not of prevailing importance in determining the rate. They have been influenced and guided in their decision by agents. It can be said that since 1918, on the testimony of agency men, agents have been a major factor in setting the rate of discount and have endeavored to make the rate they desired uniform for various classes of mediums. (The figure set by agents as the desirable uniform rate, namely 15 per cent, is one which was said to reflect costs of doing business in 1918.)

(4) *Major fault of discount system is its seeming rigidity:* The fault with the supposedly current method of payment for advertising agencies is its tendency toward rigidity and its outward appearance of resistance to change to meet varying needs and changing conditions. No single factor has



DAILY MIRROR



VOL. XI, No. 121

New York, Friday, November 28, 1934

3 cents

Monday 148 5-1000

I have recently undertaken the direction of the New York Daily Mirror, a tabloid newspaper that now has more than 500,000 circulation daily, more than 1,000,000 Sunday.

Deeply interested in this work, I wish business and other friends, and those with whom The Mirror comes in commercial contact to know of my association with the New York Mirror.

The Mirror is a newspaper planned to represent the period in which we live, emphasizing brevity in expression, and the use of illustrations that tell their story more quickly than words.

I hope to make The Mirror increasingly useful to its readers and serviceable to business men through their advertising.

I believe that The Mirror can be made one of the most useful newspapers in America, advising and informing the young, for their good, while earning the respect and encouragement of older men and women. I shall be grateful for suggestions for improving The Mirror and particularly grateful for frank criticism.

Sincerely,

ARTHUR BRISBANE





HOURS TO SPEND

... hours she saved with your products... your breakfast food that she prepares in a tenth of the time it used to take... your washing machine, ironer and improved soap products that changed Monday from a nightmare into just a busy morning... your sanitary floor covering and vacuum cleaner...

For years she has been reading news of these and a hundred other aids to leisure—both in the advertising pages and in the service departments of women's magazines. She has her free time now... and she is using it to develop new interests.

Long ago Woman's Home Companion recognized this trend and acted upon the opportunity for an important new service. But it

took a survey*—recently concluded—to reveal the true depth of Companion readers' interest in public affairs, sports, clubs and a host of other outside-the-home activities.

This survey proves, beyond a doubt, modern women are living broader lives. That is one reason why they have given the Companion the largest circulation in its field. They find it different—modern—the woman's book that is far more than an excellent trade paper of home management.

And advertisers know that the broader interests of these progressive Companion readers mean wider wants, better sales prospects.

*Available on request

THE
CROWELL PUBLISHING
COMPANY
NEW YORK

WOMAN'S HOME
Companion

PUBLISHERS OF COLLIER'S
WOMAN'S HOME COMPANION
THE AMERICAN MAGAZINE
THE COUNTRY HOME... MORE



50 years of
merchandising

a new book

“... reviews those things which every advertising freshman should know, things that sophomore and junior for the most part do know, things that graduate and post graduate have forgotten and, no doubt, will be glad to know again.”

Copies of “50 Years of Merchandising” soon will be distributed by hand to those who are advertisers in the **PRINTERS’ INKS**, Weekly or Monthly. And to a few of the more interested advertising prospects. Believing in the basic soundness of “truth in advertising” we hasten to add that there is no charge for this book; that it is issued by the Advertising Department; that it is frankly a promotion book; that it contains some unusually interesting features; that its “I.Q.” is high.

N
do
pe
an
cha
the
“re
and
ma
fit
the
con
high
(
mo
tice
anc
pare
disc
An
meth
mad
port
four
use.
(
any
ing
to e
der
may
agen
acce
the
to t
boun
an
medi
with
—the
Th
vertis
cide
them,
paym
Thi
be ab
can la
conce
they
tisers
shoul
scribe
for a
spect
or me
no gr
impos
tising
rates
pensat
group

done more to help preserve an appearance of rigidity and to create an outward show of resistance to change by the discount system than the inaccurate use of the word "rebate" as applied to the agent and the advertiser who seek to make the matter of compensation fit the needs of the advertiser and the ability of the agency when both consider 15 per cent to be too high. * * *

(5) *Discount system has been modified in actual business practice:* Despite its outward appearance of rigidity and despite its apparent resistance to change, the discount system has been modified. An inventory of compensation methods in actual use, which was made as part of this study, supports this assertion and explains four basic arrangements now in use.

(6) *Advertiser is free to make any terms he wishes with advertising agent.* The advertiser is free to employ an advertising agent under any terms and conditions that may be mutually agreeable. The agent cannot, legally or ethically, accept the obligation of serving as the advertiser's agent if unknown to the advertiser, he is already bound by, or if he afterward signs an agreement with advertising mediums or others which conflicts with his obligations to his principal—the advertiser.

The relationship is between advertiser and agent; they may decide the division of labor between them, and the rate and method of payment for the agency.

This freedom of contract cannot be abridged. No group of agents can lawfully dictate to other agents concerning the rate of payment they should receive from advertisers or the method by which they should receive it; nor can they prescribe a uniform course of conduct for advertising mediums with respect to agency compensation rates or methods. By the same token, no group of mediums can lawfully impose restrictions on other advertising mediums with respect to rates and methods of agency compensation, nor on any agent or group of agents concerning their

rate of compensation or the manner in which they may receive it.

Any single agent or owner of an advertising medium can, with perfect safety, set down the terms under which he will do business, but when he, in concert with others, undertakes to prescribe a course of conduct for businesses other than his own, then he is confronted with the highly important question of *restraint of trade*.

No advertiser, agent or medium need worry over the continued existence of the discount system as a barrier which prevents advertiser and agent from deciding among themselves the division of labor between them and the rate and method of payment for the agency. They need not worry, because it is a matter of record that one of the largest agencies in the country publicly renounced the system and set its own rate of compensation, and because any concerted effort to make the discount system the one and only permissible system would immediately raise the question of restraint of trade. All this being so, then there is no need for the sudden overthrow of the discount system as a cover-all system. As advertisers, agents and mediums come to know and understand their own rights and duties and act accordingly, this cover-all system will in all probability, gradually disappear without injury to anyone. . . .

It shouldn't be necessary for me to explain why this report did not recommend another cover-all system to replace the discount system—certainly not to anyone who has read the report. But because stories are already being circulated that seek to discount it for not recommending some one single system, I must speak to the point.

Let me answer that in these words:

The primary trouble with the discount system is that it has been advocated and pushed as the *one system* to cover all situations. As a method of payment for agency service, when devoid of price-fixing elements, it is entirely feasible under certain conditions, but it is certainly not feasible for all conditions. *No method of payment is—*

the discount system as the one and only method is *inflexible*. The scope and quality of agency service demand *flexibility*. For anyone to attempt to prescribe another cover-all system to replace the present inflexible price-fixing system when the conditions involved call for inflexibility is to repeat the same mistake. Since it is so apparent that no one system will permit the normal development of harmonious co-operation between the three parties at interest we cannot recommend a substitute cover-all system.

What impression do you get from this summary?

You should be greatly aware of the fact that it tells the advertiser he is free to make compensation arrangements with his advertising agent. If, however, you visualize it as a "chiseling" operation you are completely mistaken. This is not the case. If you think the results of the study solely benefit the advertiser you are mistaken.

Actually and honestly I firmly believe that this report will benefit the agency business as much as if not more than the advertiser. As advertisers begin to make their own arrangements with agents such arrangements naturally must be made on costs . . . and ability.

The first immediate benefit, therefore, will be to cause agencies to go in for cost finding. I understand that a move in that direction is already under way, that agencies and accountants already are getting their heads together to find ways and means of setting up cost records for the agency business.

Such cost finding, I believe, should bring the greatest benefits to agents, for if they know their costs of doing business they will be in a position which will enable them to make more money for themselves.

While I'm on the subject of the benefits of this study to the agent, let me add a few more thoughts. First, let me say that this study commends the advertising agency to advertisers as a very worthwhile institution. It shows that, in essence, it is a co-operative organization and being such, should

naturally be able to conduct its operations on a basis where costs are lower for each individual advertiser than they would be if that advertiser conducted them himself.

We are therefore disturbed by facts and figures in this study which show, beyond question, a distinct trend on the part of advertisers to avoid using advertising agencies. We are also seriously concerned over facts and figures in this study which show that advertisers have had to go outside of the agency field for many and various specialized services that, it seems, might better be concentrated under one roof and thus delivered more efficiently to the advertiser with increased profit to the agent as well as to the advertiser.

In spite of the suggestion that my talk would teem with statistics, I've tried to give you the whole story without them. I've tried to translate figures into words. Of course, you will get the report—available to anyone through the A. N. A.—and it will supply the statistical part to my plea for freedom.

That is all we advertisers want . . . freedom to work with our agents as we think best, to our mutual interests . . . not to be bound by rigid, inflexible dogma that the actual facts and figures now show to be out-moded.

At the outset I predicted a happier future for advertising. I speak now of the near future. Developments which have taken place since the report was released indicate an almost complete acceptance of its conclusions among the national advertisers represented in our Association, and a determination to act upon its recommendations. These developments will make it possible for the agency to enlarge the scope of its activities, to do a larger volume of business, and to encompass within the scope of its operations the entire advertising appropriation of the advertiser. Thus in fact, rather than in theory, the agent will have the opportunity to become the partner of the advertiser.

It would be eminently unfortu-

Ever
freed
was
easy
with
The
has
land
only
300
plac
Thro

TH
REY
New

**BUT
I HAVE AN EPIC PLAN
THAT WILL WIN! IT WILL
MAKE SPACE BUYING
A CINCH**



**"IT'S VERY SIMPLE...WE'LL INSIST THAT
EVERY PAPER IN CHRISTENDOM
FULFILL THE RULE OF THREE!"**

Every night would be as gay and care-free for space-buyers as November 6th was for our Postmaster General! Yes, easily, if all markets had a newspaper with the Rule of Three leadership of The Journal. But even the New Deal hasn't brought about such a Utopian landslide. In all the country there are only five other newspapers, in cities of 300,000 and over, that have won a place with The Journal on the *Rule of Three* ballot.

The RULE of THREE:

- 1 CIRCULATION LEADERSHIP**
The daily Journal has the largest daily circulation in the Pacific Northwest . . . it has
+ 31% more city circulation than any other Portland daily.
- 1 ADVERTISING LEADERSHIP**
The daily Journal leads in retail linage, general linage,
+ total paid linage.
- 1 LOWEST MILLINE RATE**
The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.



THE JOURNAL PORTLAND, OREGON

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES
New York . Chicago . Detroit . San Francisco . Los Angeles . Seattle

nate for the future of advertising, that everyone in this room does cherish for very definite and practical reasons, to have any such action on our part or suggestion of conduct be interpreted as an open invitation to a guerrilla warfare. Nobody who knows me, and nearly every man in this room does, and I know him, can believe for one minute that I conscientiously or sincerely believe that I am playing any part in launching a bombshell that is going to wreck the industry, in the long run damaging all elements involved. I refuse intentionally to be a party to any such action, nor do I believe that I am at this time.

Some Opposition to Change Is Natural

It would be inconceivable that there wouldn't be a certain degree of mental resistance to an acceptance of a change possibly as proposed here. That is natural. As age comes on, we all find ourselves resisting certain evidences of what is called progress, and yet, what is progress? . . .

Take, for example, the publisher viewpoint, basically, devoid of all false whiskers. I believe that the primary concern of the publisher may be summed up in two main categories, or two main fields of value under the present system, and that doesn't involve system in its relationship with agents.

I may have the order wrongly from a medium standpoint but make your own correction. You have a limited group of sources to whom you look for business, to whom you have to sell, and whose credit responsibility you can accept. Anything further than that I can't see is involved, basically, fundamentally, or worth fighting for so far as your relationship goes.

If, under any other terminology, and it exists right now, and we seem to have lived through it rather successfully, any change were made, the only point at issue from a medium-owner standpoint would be the thought that either his credit responsibility were going to be jeopardized, which is rather

effectively covered by the report—in view of the fact that it is fairly established that the financial responsibility rests with the advertiser, and if the agency does not forward the monies paid to it, the recourse of the publisher is again to the advertiser for payment. In practice, I am told, and obviously so, that may not be employed but that is the law on it.

The other point is that the existence of decent agencies, reputable agencies, agencies whom you can see and work with, is fundamental and important to the selling costs for your medium, and on analysis, I discount somewhat the fact that any new costs are definitely going to be entailed by the medium-owner, provided the agencies and their structures exist.

The other side of the picture—the matter of the relationship between the advertiser and the agent: it would seem as though two groups with very definite interests and mutual ones, namely, publishers and advertisers, were claiming allegiance and possession of the common—the person in common to both whose interests is in common to them, the agent—they apparently are fighting over it, and yet, isn't that partly the crux of the academic relationship between advertisers and agent? And that is why I laid the stress I did on the loyalty aspect, of interest, and so forth, from the relationship of the advertiser to the agent.

Agencies Work, Like Everyone, for Net Profit

The agencies, being human beings and working as I am, for net profit, are perfectly happy under any arrangement that does not limit their just and fair net profit.

Nor do I believe that it is up to me to determine what their net profit should be, and, by the same token, I would resent someone's challenging our advertiser's claim to our net profit, but I can see no reason for alarm or disturbance if, under any system of arrangements between the advertiser and agent, his net profit remains intact, in accordance with facts that, frankly, at the moment, neither he nor I

am in a position to produce and to give as evidence.

The medium says, but it isn't that—if we were continuing on the present basis, which, of course is the set-up one, why, there is no change, but what I would be afraid of would be the eventualities. The open day for chiseling would be here. We would have the breakdown of the agency system. I just wonder, in practice, and we are going to perhaps find out, how basically true that is. I question it from the bottom of my heart, that any institution permitted to continue to function—the agent—with as substantial and fair a net profit as he has in the past (I am speaking broadly), could fail to continue to exist, nor how the medium could then fail to find the same agency there for him, unless—and it is a subject that they have never invited for challenge—the medium felt that the basis was a basis of compensation which warped the judgment of the agent, and I am sure no decent publication believes that nor do I believe that the agent is swayed in his diversion of business more than the usual human degree of frailty, and I don't believe that exists.

Needs the Agencies as They Need Him

In other words, aren't all of the objections that might be visualized about what is proposed here summed up on the score of borrowed trouble? Trouble—resistance to change, and we have something now that is working, and how! We have something that is working. Why upset it? And that "and how" was not scurrilous in relationship to what I believe the fair operation of the agencies to be. I want the agencies—I will tell you all so, frankly. I am so dumb, I couldn't do it. I need them and I think they need the collective me.

The publications we couldn't leave out. The day has not yet come when radio *per se* of itself, or sky writing, or what have you, is going to take the place of regular media that over a period of time have built our businesses to

what they are. So, perhaps, to summarize, maybe I can do it.

Gentlemen, it has got to be tried. It has got to be approached in a fair manner. Naturally, a person would think in terms of resistance, but, in thinking, we have got to go through in terms of what is fair and right and can it come out right in the end. And you ask me, "What do you intend to do, Lee?" and, for a matter of record, I don't intend to tell what I will do at the moment, but I will tell you how my mind is working, and I reserve the right to change it tomorrow morning, and that would be this: I don't know how to base it with the operations of my agencies. I don't know whether in their eyes as well as mine, their net could be made another way or not. I am certainly interested in their net, and I don't mean it in a selfish way. I want that net there. They will be a better agent for me if they have it. Nobody, so small as to be a poor divider is going to get anywhere, but I don't know what the net should be, and they don't know.

I could challenge every statement any agency made to me, I believe, without exception—with only one possible exception as to what they claim is the cost of what they are doing, nor do I mean a mechanization—which means that the president has to punch a time clock. It isn't that at all, and I don't see any necessity for it even in the structure of a set-up, though lawyers will jot calendars and dot time down, "dot the time" as they speak of it, which might be illuminating to any agency.

I am not out on a chiseling expedition. I resent the implication with the same resentment I believe legitimate, decent agencies should resent that all of their teaching is formed on selfish income motives, though it can always be argued under the present set-up that way; so, I bespeak calmness, lack of passion, open-mindedness, and a searching attitude of mind in approaching this, as undoubtedly it will come to your attention and for your consideration as an advertiser's problem.

FTC Utility Report

A REPORT on the "propaganda activities of utility interests" has been submitted to the United States Senate by the Federal Trade Commission. It covers this phase of the Commission's inquiry into electric power and gas industries.

The scope of the report, as described by the Commission in a nine-page press release, "outlines the methods employed to gain newspaper publicity, of the use of 'good-will' advertising, employment of 'ghost writers,' how members of the press were entertained socially, of the financing of certain newspapers by power interests, the supporting of news services which furnished information to the press favorable to utility interests, in fact the employment of all possible means to gain favorable publicity."

"When it is understood," and the report is being quoted, "that 'the newspaper or magazine is practically a by-product of advertising,' and that inherently advertising expenditures therefore frequently carry a certain element of good-will response from the re-

cipients, the large total spent by utilities for advertising is relevant. . . ."

As to the growth and volume of advertising expenditure in the public utility field, the report quotes the statements of various speakers before conventions. One speaker, in 1927, is cited as having said that individual electric light and power companies alone had increased such expenditures in five or six years from \$1,500,000 to approximately \$10,000,000 annually. Another speaker, addressing a convention in 1927, is quoted as saying that an aggregate amount of from \$25,000,000 to \$30,000,000 was being spent in public utility advertising.

The report discusses the negotiations of the International Paper Company in the financing of newspapers, lists papers financed by it and also "in addition to direct contacts with the press, numerous so-called news and editorial services given financial support by the utilities for which generally there was no disclosure to the public of this support."

* * *

C. H. Handerson Joins McCann-Erickson

C. H. Handerson has joined the Cleveland office of McCann-Erickson, Inc., as an account manager. Walter Berger has joined the staff as an assistant account manager.

Mr. Handerson formerly was sales manager of the Bigelow-Sanford Carpet Company and, previously, advertising manager of the Union Trust Company, Cleveland, now in liquidation. He also was advertising manager of the Cleveland Twist Drill Co.

Mr. Berger formerly was advertising manager of the Telling-Belle-Vernon Company and, at one time, was with Brooke, Smith & French, Detroit agency.

McCann-Erickson has opened offices in Buffalo and Cincinnati. These offices will operate under the supervision of the Cleveland office.

. . .

Now Accept Liquor Copy

Collier's and *The American Magazine* are now accepting liquor advertising. This new policy goes into effect with the December 29 issue of *Collier's* and with the February issue of *The American Magazine*.

C. R. Wright with "House & Garden"

Charles R. Wright has joined the sales staff of *House & Garden*, New York. He formerly was with *Class Journal* and *Concrete*, later with the *New York Evening Journal* and, more recently, had been with the *New York Herald Tribune*. Mr. Wright also has been active as a professional builder in the Kansas City area.

. . .

National Distribution for New Gobel Items

Canned frankfurters and sausages, two new items being made by Adolf Gobel, Inc., will be distributed nationally and plans for an advertising campaign are in preparation. National distribution will be handled by the National Co-ordinated Sales Service, sponsored by the Frank MacMonnies Corporation, New York.

. . .

On F & S & R Staff

John R. Mitcheltree, formerly sales manager of the Stubbs Company, Detroit lithographer, has joined the copy staff in Cleveland of Fuller & Smith & Rosa.

Advertising Law for Foods

Industry Will Support It If Properly Drawn, Says Attorney Dunn

"THE food manufacturing industry," Charles Wesley Dunn told the Associated Grocery Manufacturers of America last week, "does not oppose a false advertising law, Federal or State. But it asks that the law contain interpretive statements which will be effective to secure their uniform enforcement."

Mr. Dunn, general counsel of the Association, made his statement in connection with a discussion of the Copeland Bill, which failed of passage during the recent Congress.

"This bill as drawn," he said, "outlaws two of the three basic classes of offensive advertising, with respect to food. They are, advertising which is actually false and advertising which, while literally true, is actually deceptive. The third class is advertising which, while literally true, is unfair to competitors and injuriously destructive in a sound business sense. But this last class of offensive advertising is more appropriately outlawed by the law against unfair competition. Rather the objection to the definition under review is that it fails to add two interpretive statements which have a fundamental constructive value justifying them.

"The first statement is this, in effect: no representation concerning the value or effect of a food shall be deemed false under this definition, if it is supported by substantial scientific opinion or by demonstrable scientific facts. The reason for this addition is the constructive one of adding an interpretive statement which clarifies the practical meaning of this general definition of false advertising by expressly declaring the standard of its application to representations of food value and effect. Which is the standard of administrative use in any event.

"It is too plain for argument that there can be no sound objection to this addition, for three reasons,

"First, this is a sound statement of law in principle and public policy, and one entirely consistent with the purposes of the act. For no representation of food value or effect is properly open to public objection if it is supported by substantial scientific opinion or by demonstrable scientific facts.

"Secondly and as indicated, this statement simply declares the interpretive standard which the Government must use, in any event, in applying this law to such representations. They involve scientific questions for scientific answer.

"Thirdly, the bill now contains essentially the same declarative statement as to drugs. For it expressly provides that any representation concerning the effect of a drug shall be deemed false under this definition, if it is not supported by substantial medical opinion or by demonstrable scientific facts. The reasons justifying the addition of this interpretive statement as to drugs are essentially the reasons justifying the addition of the suggested statement as to food.

"The second interpretive statement suggested for addition is this, in effect: in construing and applying this definition a reasonable allowance shall be made for harmless trade puffing. Such puffing is a traditional advertising practice of important economic value.

"The addition of these two interpretive statements is justified by another important reason. It is that this revised act will undoubtedly serve as a model for similar State legislation throughout the country. This was the result of the enactment of the present act. Consequently, the food manufacturing industry will be ultimately faced with forty-nine false advertising laws of the kind, all written in general terms and hence open to forty-nine administrative constructions. Which situation will present a difficult, perhaps a very serious problem to the national advertiser at best.

1,100,000 1,275,000 1,500,000 700,000

FOURTH Circulation

Announced This Year

Effective March 1935, New Guarantee already EXCEEDED BY OVER 100,000 NET PAID

Macfadden Publications, Inc. published the original of all four famous, fast growing women's groups. Now it is the fastest-growing. Now it is the BIGGEST of them all. All the resources of the pioneering publishing house of the mass field have combined to put out the best editorial contents, the best art direction, the best mechanical reproduction consistent with the market that Macfadden KNOWS and advertisers NEED. No wonder 1934 has shown a 98 percent gain in advertising revenue over 1933! No wonder February 1935 is just closing nearly 100 percent over even the record February of last year! The "Group" field is the big new field for low cost sales to the two-thirds market of wage earner family housewives.

Macfadden Women's Group is the first group in the field. Advertisers whose orders are received by December 10th, may buy this 1,700,000 guarantee — this 1,800,000 or more net paid (already exceeded) — for the price of 1,500,000. NEW PAGE RATE \$2,720. OLD RATE, \$2400.

ORIGINAL WOMEN'S GROUP

MACFADDEN

TRUE ROMANCES

TRUE EXPERIENCES

RATE INCREASE PROPORTION

	Old Rate	New
Line Rate	\$6.00	
1 Column	\$819	
2 Column	\$1,638	
Black & White Page	\$2,400	

1,460 NET

100,000

JAN 19

210

**MARCH
1935**

Meeting the Yellow Peril

How Effects of Whispering Campaigns Were Fought Down
by Companies Unjustly Accused

By Allan P. Ames

"YELLOW" (with apologies to Asia) is the word for it. No other adjective so well expresses the quintessence of meanness and cowardice.

Sympathy is an acute realization that the suffering of others may some day be our own. Lionel Houser's expose of whispering campaigns* made our blood boil, but following indignation came alarm and the question, "What shall we do about it?"

The answer cannot be found in the records, because whispering campaigns seldom have been discussed in public print. Many large concerns have felt their effect and nobody knows how much business has been lost through their sinister influence.

The new, and somewhat terrifying, element revealed by Mr. Houser is that such campaigns can be, and have been, organized and conducted with a technique suggesting careful study and long experience. His article has made more than one company wonder whether the rumors from which they have suffered in the past and which at the time they regarded as due to chance were not inspired. Consideration of the problem of defense, however, requires no distinction between situations deliberately arranged and those which are fortuitous.

These whispers, as Mr. Houser points out, fall for the most part into three classes; rumors alleging racial or religious prejudices, rumors charging the use of adulterated or deleterious ingredients in a manufactured product, and rumors connecting a business concern with unpopular movements or discredited political or social doctrines.

A large restaurant chain found it was suffering from loss of Jew-

ish patronage in New York due to the report that it discriminated against Jewish employees. This concern was fortunate in finding a ready-made answer. At about the same time that this chain faced the peril of a Jewish boycott in New York, its Boston manager reported signs of a Catholic boycott due to reports that the company employed only Protestants, and a manager in an up-State New York city wrote in that the company was being accused by Protestants of favoring Catholics.

This concern met what might have been a very dangerous situation in all three places by publicizing the fact that it was accused simultaneously of being anti-Jewish, anti-Protestant and anti-Catholic, and the very absurdity of these charges, taken together, appealed to the common-sense, not to say the humorous instincts of its patrons.

Wrote to Representatives of Religious Groups

At the same time the company wrote to leading representatives of all three religious groups in the cities concerned, stating emphatically its policy of religious liberality in regard to employee relations. Incidentally, the concern believes, although it never could prove, that all these whispering campaigns were started by discharged employees.

Two of the largest hotels in New York have met problems of this kind successfully. Both were disturbed by persistent reports that due to loss of patronage they were on the verge of closing. Of one hotel it was said that the staff had been ordered to keep the lights in all outside rooms burning up to midnight so as to create a false impression of capacity business. One of the hotels silenced these

* "Whispering Campaigns," by Lionel Houser, *PRINTERS' INK*, Oct. 25, 1934.

derogatory rumors by a very simple act. The contract of its chef, a man of international reputation, was about to expire. The company renewed this contract for a ten-year period, at a glittering salary, and publicized this act far and wide. The inference, of course, was that no hotel on the edge of bankruptcy would re-engage a chef at a record salary, and for a long term.

Other Hotel Staged Striking Events

The other hotel met the situation by similar tactics. Upon the advice of its publicity counsel, a series of striking events were staged, and the news of these events furnished conclusive evidence that the hotel was doing a good business. This particular hotel, by the way, was one of the few in New York which showed a good operating profit that year.

The officers of one of the country's largest chain-store companies were all but panic-stricken not so long ago by the widespread publicity given to one of the heirs of the founder of this chain. The stories, which received columns of attention, especially in the tabloid press, described in picturesque terms the extravagant ways in which this heir was spending the huge inheritance received from the chain-store founder. The result—at least so the company feared—was nation-wide gossip about the exorbitant profits that must have come from the pockets of consumers in order to permit such extravagance while millions of customers were wondering where they could find the price of the next day's food.

Feverish consultation with publicity and advertising counsel brought nothing more than headaches. The company finally decided that these injurious stories were beyond its control. Nothing could be done and nothing was done, and eventually the adventures of the spendthrift heir faded from the headlines.

A very large fly in the ointment of a prosperous manufacturing concern is the escapades of a cer-

tain youth whose name is the same as that attached to its justly famous products. From time to time this company has considered institutional advertising but thus far has refrained for fear that emphasis upon its name would recall to the readers of its advertising the divorce suits and the general whoopee in which this scion was persistently involved. The only remedy seemed to be a change of corporate title, and the resultant sacrifice of identity would not have been worth while. Here is a dilemma which probably will last until the roistering heir changes his habits or joins his parent in the family burial plot.

If the thought devoted to whispering campaign defense—and staff conferences on this subject have consumed plenty of gray matter—has developed one general principle, it is this: it is apparent that public denial of such rumors only increases their currency. For every individual convinced by specific refutation there will be hundreds and thousands who get their first knowledge of the rumors through such denial.

A Birthday Party That Had a Kick-Back

If denials are made they should come not from the concern that is slandered but from an outside source. A large Eastern manufacturing company whose products are in millions of homes had an experience several years ago which sounds funny now but was extremely serious at the time it occurred.

This company celebrated the birthday of its president by giving its home-office employees an elaborate luncheon. At the conclusion of the affair a large quantity of cake and ice cream remained, and, not wishing to throw this away, the office manager invited several hundred neighboring school children to a feast. The children enjoyed themselves hugely but a few days later the company was amazed and disturbed by reports that the children's party was given for the sinister purpose of proselyting the juvenile guests in favor of the

Who selects Building Materials?

● Basically, the practise of Architecture concerns itself with the *visualization of a building and interpreting that vision by means of drawings*. The one subject, then, of common interest to *all* men in Architecture, students, draftsmen, and architects alike, is the art of designing, sketching, drafting—plan and elevation—the technique of the drafting room. *The drafting room is the heart of the Architect's office*—here Architects, draftsmen and designers work shoulder to shoulder, here is where the practise of Architecture is actually conducted. Here is where the buildings are actually conceived, take form, and made articulate for the builders,—and here, as they take form, the building materials are selected and the specifications written.

P E N C I P O

Published by the Reinhold Publishing

330 West 42nd Street New York

Publishers of Metals & Alloys—The Chemical Engineering Catalog

Branch



THESE FOUR MEN

They are the architect, the draftsman, the specification writer, and the "clerk of the works" or field superintendent. In many offices the man whose name is on the door plays all these parts. As his business grows, assistants are needed. They must be architecturally trained men who are entrusted with the duties of designing, making working drawings and construction details, writing specifications, etc. Whether all the functions are performed by one man, the architect, or divided among scores of assistants, the drafting room is the place where building products are selected.

PENCIL POINTS was founded on the idea that buildings are planned in the drafting room. It has never deviated from this purpose.

As a result, it has for over ten years consistently maintained the largest professional circulation of any architectural magazine.

PENCIL POINTS

Reinhold Publishing Corporation
and Street New York, N. Y.

Branch Offices: 706 Straus Bldg., Chicago—433 Bulkley Bldg., Cleveland

religious denomination in which the president of the company was a shining light.

The slander spread throughout the city and threatened a nationwide scandal which might have done the company untold harm. They met the situation by having some of the older and more responsible members of the office staff call upon the clergy of the denomination in which this rumor was arousing indignation, and get them to make statements to their congregations pointing out the absurdity of the charge.

One of the conspicuous victims mentioned by Mr. Houser found that the most valuable agents in fighting this particular propaganda were its retail distributors. Dramatizing its appeal to dealers with a poster announcing rewards for information revealing the authors of these reports, this company checked the attack mainly through dealer efforts. "Painful as this experience was," said an officer of the company, "it brought us compensation by proving the loyalty of our retailers. The sympathy it stirred up in the retail trade will be a valuable asset to us for a long time."

In the department-store field derogatory whispering campaigns are an old story. Every manager knows, that a disgruntled customer may be a source of harmful propaganda for years to come. Most stores systematically search out such focal points of dissatisfaction and strive to win back complaining patrons. The job of "Trouble Woman" in a metropolitan store commands one of the most skilful and difficult services in the business. It calls for a high order of tact, persuasive

powers of conversation and personal charm. Private contact with a dissatisfied customer is the best remedy, and if the "Trouble Woman" has to make a long journey into the suburbs to get this interview, she and her boss consider the time and effort well spent.

Business men and advertising advisers with whom I have discussed this subject during the last two weeks are pretty well agreed that for this whispering evil there is only one general specific. To be sure, it is a great deal like telling a sick man that the way to avoid disease is to lead a healthful life. The fact remains, however, that the best defense against evil rumor-mongers is a good reputation.

A corporation which enjoys public favor has far less to fear when the arrows of malice begin to fly than one which already suffers from public ill-will. This thought leads into moralizing about business ethics and other intangibles. Nevertheless, it is worth practical consideration by concerns whose public contacts make them peculiarly susceptible to harm from derogatory reports.

One corporation which has been free from attacks of this kind attributes its immunity to a public service which it performed several years ago. This service was so clearly unselfish and so strikingly beneficial to consumers in general that it left a lasting impression upon the public mind. The company is so firmly entrenched in public esteem that scandalous rumors would rally thousands of consumers to its defense. The whispering campaign organizer who sets out to get this concern will find a tough job.



Mitchell Joins Essley

E. K. Mitchell has joined the Essley Shirt Company, New York, as general manager. For the last six years he was with Cheney Brothers, New York, as merchandise manager of the silk division.

Morton with Erwin, Wasey

J. A. Morton, formerly with the Seattle and Tacoma staffs of the Pacific Railway Advertising Company and, later, with stations KOMO and KJTT, Seattle, has joined the Seattle office of Erwin, Wasey & Company.

Appoints McJunkin

The Coyne Electrical School, Chicago, has appointed the McJunkin Advertising Company, of that city, to handle its advertising. Magazines are being used.

Has Aurine Account

The Aurine Remedy Company, Chicago, has appointed Gale & Pietsch, Inc., agency of that city, to handle the advertising of Aurine Ear Balsam.

When Bull Durham Shocked Fifth Avenue

Second in a Series of Autobiographical Notes

By A. Wineburgh

MANY will remember the old horse-drawn Fifth Avenue buses, looked upon as antiquities even in my own youth. In 1907 I secured the advertising privileges in these buses.

On the outside, near the top, of the buses, I was permitted to use a sign, referred to as a "flag," ten inches by about twenty-five inches in size. It was used for advertising the Hippodrome and other theatrical attractions.

With the argument that the out-sides of London buses were covered with advertising, I succeeded in making a contract—less than 100 buses were then being used—for all the available outside space, including the front sides and even the step risers.

This lease called for \$200 a bus a year, with the added number of buses at the same rate, for a period of ten years.

It was my idea to sell these various spaces at a price for each. I called upon Percival Hill, of the American Tobacco Company, offering him one or more of the locations for various brands of tobacco products which they had.

Mr. Hill, a keen advertiser, sensed a great opportunity. The managers of his various departments were called in to make their selection, which resulted in my making a contract with all of them.

The idea was then suggested that, if each of the various departments took its turn using all the space for its particular brand, this would be most effective.

The spaces that I had planned for, added up to a total of \$1,500 a year per bus, at which price a contract was signed with the American Tobacco Company for ten years.

But who can put a price, or

know the value of advertising? It's what you can get for it and how much the advertiser has to spend. Who knows which medium is the best, or what copy commands the greatest attention?

Sorry that I have digressed, but this seemed a good place to repeat my oft-expressed opinion that no one knows anything about advertising. The answer can only come from the public.

The various departments of American Tobacco cast lots to see which was to have the first showing, and it fell to Mr. Helm, who was then managing the Bull Durham department.

Down Fifth Avenue Came Bull Durham

The great day arrived when the advertising on the first bus was completed. Down the avenue it came. On the front over the driver's seat was a sign six to eight feet long and about three feet high, with a roaring bull painted in colors, partly hidden by the split rail fence. Other spaces were used in like manner. It looked like a veritable house afire, and attracted attention all right. The investment of the advertiser immediately appeared to be a good one, but it was too good.

The Municipal Art Society got busy, charging vandalism, desecration of the finest avenue in the world, commercializing the most beautiful residential avenue we have. Arguments that this was a commercial city, that its buses, with their advertising, designated it as such, were of no avail.

The driver was arrested on some charge. The case was carried to the courts, the claim being that the franchise given to the Fifth Avenue buses was for the trans-

portation of passengers and not for advertising.

Finally, the case was carried to the United States Supreme Court, and a decision was handed down—and I have nothing to show for my enterprise, except the memory.

In this experience, if my fore-

sight had only been as good as my hindsight, I would have put in one sign at a time, occupying only one of the many buses, and gradually increased the number, so that they would not have been so noticeable. Then this story would not have been told.

Fraud Order

USE of the mails has been barred to "American System Publication" and James E. Russell of New York City. This publication, it was found, was owned and operated by Lester Swartz who used the fictitious name, James E. Russell.

A memorandum on the case, submitted by Karl A. Crowley, Solicitor of the Post Office Department, described the operations of the publication which were typical of "puff sheet" practice, such as notifying a business that an article was scheduled for publication, such notification often being made by telephone which requested reversal of charges.

It was admitted, the memorandum reports, that the publication had no list of regular and paid subscribers as claimed by it, that the publication is printed and sent only to persons and concerns whose "editorials" are carried therein and who have themselves placed an order with the promoter for a number of extra copies of that particular issue. This method is typical of the "puff sheet."

In view of the action by the Post Office Department, the National Better Business Bureau announces that it will be glad to hear from anyone who is solicited by promoters using similar methods or representations.

Canadian Advertisers Elect

Alex M. Miller, Chrysler Corporation of Canada, was re-elected president of the Association of Canadian Advertisers at its recent convention held at Toronto. Vice-presidents elected were: L. R. Greene, Tuckett's, Ltd., Hamilton, Ont.; G. M. Bertram, Lever Brothers, Ltd., Toronto; B. W. Keightley, Canadian Industries, Ltd., Montreal; A. J. W. Loader, Borden Company, Ltd., Toronto. G. S. H. Carter, Toronto General Trusts Corporation, was elected treasurer and F. E. Clotworthy, secretary.

New directors elected were: W. F. Prendergast, Imperial Oil Limited, Toronto; H. H. Rimmer, Canadian General Electric Company, Ltd., Toronto; C. B. Watt, General Motors of Canada, Ltd., Oshawa, Ont.; H. S. Van Scoyoc, Canada Cement Company, Ltd., Montreal; Robert Jones, General Foods, Ltd., Toronto; Glen Bannerman, Hudson Motors of Canada, Ltd., Tilbury, Ont.; and A. M. McBain, Bank of Nova Scotia, Toronto.

Philp with J. Walter Thompson

Donald F. Philp, formerly president of Philp, Massey & Company, Ltd., Canadian agency, has joined the J. Walter Thompson Company, Ltd., at Toronto.

Ray Long, Editor, "Photoplay"

Ray Long has been appointed editor of *Photoplay*, New York, according to an announcement received from Kathryn Dougherty, publisher. When he resigned as president and editor-in-chief of the International Magazine Company in 1931, he had held those positions for twelve years. During that time he was editorial chief of *Cosmopolitan*. Following his resignation he was engaged in directing a book publishing business in which he had been interested. Mr. Long has an extensive career in journalism, having served an apprenticeship with the *Indianapolis News*, which he joined as a reporter in 1900. Five years later he became managing editor of the *Cleveland Post*, later of the *Cleveland Press*. In 1912 he first became identified with the editorial direction of magazines, a field in which he has played so prominent a part.

Leason Joins Dickie-Raymond

Edwin H. Leason, for nine years vice-president of the F. S. Root Company, Boston, direct-mail, has joined the staff of Dickie-Raymond, of that city. He was at one time advertising manager of the B. F. Sturtevant Company.

**The Lowest Rate in
the woman's field
for this page size**

\$4375

**for a 680 line
four color insert**

Bleed pages 10% more • one column black
and white \$900 • two columns black and white
\$1800 • prices effective through July issue.

Tower Magazines, Inc.

HOME • SERENADE • NEW MOVIE • TOWER RADIO • MYSTERY

Bank Loan as Sales Reviver

Or, How Manufacturer Could Exert Financial Influence That Would Help Build the Retailer

By A. O. Hurja

Hurja-Johnson-Huwen, Inc.

MANY reasons have been advanced by advertisers why business has been bad during the depression, but the biggest reason why there has not been a more pronounced rise in the sale of advertised brands of consumer goods is just plain lack of credit—deserving credit.

When the dealer stops discounting, he also stops selling; and when the dealer stops selling, the consumer stops buying. Visualize, if you can, the days of '28-'29. Then all your average retailer had to do to get money was to go to his bank, sign an unsecured note; and he walked out \$1,000 to \$10,000 richer—in credit.

With this credit he was able to discount his bills, a transaction on which both he and the bank made money. This, in turn, gave him the highest credit rating with Dun & Bradstreet. He could look any man in the eye. His morale was high. He paid his bills. He had confidence in himself. The jobber's salesmen, the manufacturer's salesmen, the commission man and the broker catered to him, respected him. Under such conditions, your average independent retailer was a better business man on every count. He carried a larger stock of goods; he sold more—and made more profit.

Then came the crash. The banks tightened up. The word got around that no more loans were being made. In some States, only collateral loans on listed stocks and bonds on the basis of 200 per cent security were being reluctantly granted. Henceforth the dealer drew in his horns, bought only the necessities, decreased his stocks, carried less variety, and naturally sold less goods and made less profit. His morale was

shaken. Soon he was singing the blues along with other wailing citizens.

The recent Treasury Department credit study covered cases of *credit refusals*. Such cases are far from the only cases where credit is at stake as a recent private survey disclosed. It is easy for a bank to say and actually believe that there is no demand for credit, that it has had no applications for loans of any nature, therefore there have been no turn-downs.

Where to Find Out about Retail Credit

The best way to find out about the retail credit situation is to go up and down the streets of any town, pick out a few representative independent grocers, drug stores, hardware stores, clothing stores, furniture stores and other places of active business. Select the stores that have been in business for five to ten years—the old-timers in the town. Invariably you will find that the person called on is an old bank borrower, one who once enjoyed bank credit from \$1,000 to \$10,000, and who also was able to borrow on his unsecured note.

When asked if he could use money now, he states, "Yes, I could use \$2,000 to buy new stock and to discount bills."

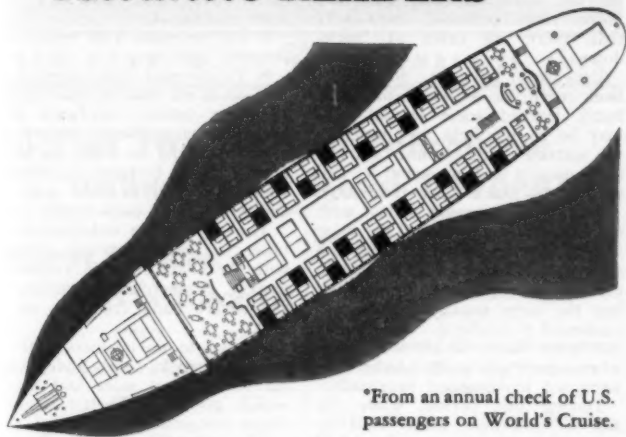
"Why haven't you applied for a loan?" you ask.

"Because the banks aren't lending money to anyone except on collateral, listed stocks and bonds, and I can't borrow that way," he replies.

"How do you know if you haven't tried?"

"Everyone knows that banks aren't lending money, and I don't want to be turned down; I'd rather

1 OUT OF 4 RESERVED FOR *Atlantic* READERS*



*From an annual check of U.S. passengers on World's Cruise.

THE ATLANTIC MONTHLY'S 100,000 men and women readers offer the best travel market at the lowest cost of any monthly publication in the class field. *Because* Atlantic readers have the money to spend and the leisure to spend it. *Because* 80% of its circulation is in states accounting for 90% of all passports issued. *Because* there is definite proof that Atlantic readers not only *will* travel, but always *have*—and first class, at that. *Because* Atlantic readers have confidence in and loyalty for their favorite magazine. *Because* Atlantic's 10-day closing date permits greater elasticity in your advertising program.

"Atlantic HEADS THE CLASS LIST."

says Robert Huse, Director of Publicity of the New England Council. "Our Research proves the Atlantic Monthly reaches a wealthier market at a lower rate than any other publication. It ranks favorably with mass publications in cost per inquiry. Our results demonstrate that its subscribers read and have confidence in advertising in the Atlantic".

THE *Atlantic Monthly*
MOST QUOTED PERIODICAL IN AMERICA

Boston * New York * Chicago * Los Angeles * San Francisco

do a smaller business and get along as best I can."

Thus, firms that have not applied for loans, and, therefore, have not been turned down are nevertheless very much in the market for loans; in fact, there are more such potential borrowers than there are cases of "turn-downs."

Because of having to do without bank credit, the dealer, on the other hand, learned some lessons that may be of big help to him later. He learned that he could "get by" by buying in smaller quantities and turning his stock more frequently. This meant carrying items with the least sales resistance, the most widely advertised items. But, because of lack of capital, he had to restrict his purchases; he couldn't buy the large variety he was accustomed to stocking. He thereby lost some sales, which went elsewhere, generally to the chains who were not handicapped financially.

During this period, while the sale of consumer goods held up quite well, there was a gradual shifting of purchases from advertised brands to private or unknown brands because of price. The retailer gradually became indebted to the wholesaler, and the wholesaler thus found a readier market for his private brands.

A recent survey shows that retailers borrow money for the following purposes:

1. To stock up with standard every-day merchandise.

2. To discount bills, which operation always shows a substantial profit over the cost of the loan.

3. To purchase new lines of merchandise, giving variety to their stock.

4. To open up new departments, as in the case of a high-grade men's furnishing store desiring to open a basement department for handling lower-priced merchandise to meet the needs of lower-purchasing power today and to offset the inroads made by chains such as Penney stores, Montgomery Ward and Sears, Roebuck, who depend on the price appeal to attract business away from established independent stores.

5. To pay up back debts and back wages.

6. To take care of seasonable demands.

7. To free themselves from obligation to wholesalers who have carried them since bank loans have been unobtainable.

8. To refinance real estate and property holdings.

9. To discount time-payment paper—as in the case of auto dealers, furniture dealers, hardware dealers, electrical appliance dealers, etc.

10. Generally to build up better morale and increase confidence, which go hand in hand with the ability to secure bank credit.

The cry of the independent retailer is that he cannot compete with the chain store in volume or variety of merchandise unless he can secure bank credit as in the past.

Having to do business with restricted stock, the independent claims he loses sales and profits, which go to his better financed chain competitors.

The independent claims he can hold his own on price and service, and were bank credit available without red tape, on his unsecured note, as in the past, he would be able to have better variety, employ more people, actually create (in the case of consumer goods) more business, increase his volume and show greater profits.

Manufacturers of advertised brands can stimulate sales considerably by talking to their bankers and getting behind the Government's new movement to expand bank credit.

The established retailer handling fast-moving consumer goods, with a stock of standard merchandise that can be quickly converted into cash, is an excellent credit risk.

The banker knows that—and a little pressure from his best customers, the big manufacturers of advertised lines, would go a long way toward getting the banker back into line and thus building up the confidence and morale of the dealer, increasing the sales of the manufacturer and assisting the banker to make good profitable loans.

★ NEW DIGEST NEWS

NEW YORK, N. Y.  NOVEMBER 29, 1934

75% of 10,000,000 Telephone Subscribers Read 5 Weeklies

Digest Makes Davis Record

Other Advertisers Gain

Ten Surveys Show Actual Sales Results

GLOUCESTER, MASS., Nov. 29—Fifteen Digest advertisements in 22 months is a record for the Frank E. Davis Fish Company here, making the Digest the first magazine in 10 years in which they could profitably advertise more than three times a year.

Evidence of the new Digest's ability to produce sales appears on all sides. Ten surveys conducted recently for Digest advertisers by an impartial advertising agency show readers who respond to Digest advertising eventually buy the product in amazingly large numbers.

The ten Digest advertisers surveyed showed returns varying from 35.4% sales per 100 inquiries to over 300% dollar returns on actual expenditure. Copies of all ten surveys, valuable as records of tangible results, are now available.

Thermometer Test Shows 14% of Weekly Readers Read Only the Digest

Telephone Best Measure of Real Buying Power

NEW YORK, Nov. 29—Figures made public today in the Literary Digest survey of telephone subscribers indicate that five national weeklies virtually control the powerful "telephone market." Returns show 75% of 10,000,000 phone users reading one or more of the 5, with 14% of the weekly readers reading only the Digest.

Many advertising men consider the telephone the only adequate measure of buying power. 10,000,000 families, paying an annual telephone bill of \$1,000,000,000, are bound to have a reasonable income; they are obviously the best prospects for nearly all advertised products or services.

Using their famous Poll method to survey the telephone market, the Digest mailed a Thermometer card, which registered the preferred magazines and degree of interest in each. Of the five weeklies The Literary Digest received the second largest number of mentions, the greatest number of exclusive mentions, and the most "preference" votes.

Advertising-Helps

A Summary of the Policies of Eighteen Companies in Co-operating in Dealers' Localized Promotion

By E. E. Irwin

IN the "Advertising Helps" book of the Nunn, Bush & Weldon Shoe Company, two paragraphs of text outline an important phase of the advertising relationships between manufacturer and dealer. The paragraphs read:

"The Advertising Department in the general offices in Milwaukee is organized, not only for effective national publicity, but also to co-operate with you directly in your local advertising and merchandising of Nunn-Bush Ankle-Fashioned Oxfords.

"Use us whenever you want assistance in planning or organizing your advertising activities. Tell us about your difficulties and local problems. Perhaps we can offer suggestions from our own experience that will give you just the ideas you need."

To dealers, Nunn-Bush supplies window-display material, direct-mail material and newspaper mats—this in addition to particularized counsel and co-operation on dealer's advertising. However, Nunn-Bush does not share the cost of the dealer's advertising space.

The Nunn-Bush policy is fairly typical. However, on some of the points, other companies follow interesting deviations. It is the purpose of this article to examine the policies—as ascertained by a special investigation—of a number of well-known concerns.

* * *

American Radiator Company: Supplies mats, and—if a dealer cannot use mats—electros, stereos, or halftones. Writes special copy on request. Does not share the expense of local display advertising.

EDITOR'S NOTE: This is the first of three articles on how manufacturers are helping dealers to advertise. The second and third articles will discuss method and material.

O-Cedar Corporation: Supplies electros and mats. Sends to dealers copies of all consumer advertising. Operates under a general rule of not co-operating in local advertising costs but will suspend the rule upon the sales department's conviction that the dealer will do a good job.

The Upson Company: Supplies a broad assortment of advertising aids, including imprinted direct mail, trade-marks and logotypes, product samples, signs. Helps dealers prepare local advertising, not only on Upson products but also on other products the dealers carry. Furnishes cuts to illustrate Upson products, and even complete layouts. This service applies, not only to newspaper advertising, but also to advertising in any other form. Does not share the cost of local advertising.

American Stove Company: Supplies monthly mat service. Mails each month a dealer-advertisement supplement in the "Magic Chef." Seldom is called upon for help in writing dealer advertisements, but on request—usually for special occasions—writes copy and makes layouts. In addition to mats and electros for newspaper space, supplies posters for outdoor advertising, but does not share the cost of the space in either medium.

Chevrolet Motor Company: Upon dealer's request, supplies layouts of advertisements that "can be set up in any town in the United States." If mats are required, they accompany the layouts. On request—the dealer supplying the subject matter—headquarters will write an entire advertisement, subject to the dealer's approval. Does not grant advertising allowances. "As a company we carry the entire national account and any money contributed by the dealer we guaran-

tee to spend within the confines of his city or town."

Hickey-Freeman Co.: Supplies mats or stereotypes of about fifty newspaper advertisements, which are sampled to the dealer via a catalog. In addition, we quite naturally give special service here and there, developing individual layout ideas and copy suggestions for particular requirements. These suggestions usually are supplied in photostat and copy form." Cost—co-operation on space is "limited," but "where we are in a position to do so—and where the city in question is considered a key center with benefits accruing to a worthwhile area around it—we do work out co-operative arrangements for specific newspaper campaigns."

The Maytag Company: Supplies advertisements, either in mat-or-electrotype form or in the form of suggestions that will enable the dealer to enlarge the advertisement to any size. Supplies illustrations to fit various space sizes. Offers the services of the company's advertising agency to prepare—from details supplied by the dealer—special advertisements for special purposes. No material goes to a dealer unless he orders it. The company does not share space costs; but "the clippings we receive indicate that the dealers are using the material they are ordering."

Hurley Machine Company: Supplies imprinted leaflets on all models, also mats or electrotypes on all models. Supplies window cards, streamers, and specification sheets. Occasionally supplies cut-out displays and Neon signs—these at a nominal cost.

Cost co-operation: "On purchasing Thor Washers and Ironers, each distributor is credited with an advertising allowance on which he can draw for 50 per cent of his various dealers' local advertising. Of course, the dealers furnish tear sheets, together with the publishers' paid invoices. These are checked and credit is then issued to the distributor, who, in turn, makes the necessary adjustments with the dealers."

The B. F. Goodrich Company:

Supplies dealers with two co-operative newspaper campaigns each year. Co-operates with the dealer fifty-fifty on advertising placed within the limits outlined in the portfolio for each campaign; supplies the mats. In addition, supplies each salesman with a miscellaneous cut book with which he can work with the dealer in preparing supplementary advertisements. Company does not work on a fixed allowance basis, but will only co-operate in the dealer's advertising expense after he has filed, at the district office, an advertising budget.

Hart Schaffner & Marx: Supplies complete newspaper-advertising service, including copy and cuts. Supplies letters for direct-mail campaigns. Supplies, each season, a new style book. Co-operates in the preparation of special copy and layouts. All these free of charge.

Cost co-operation: "Our company does not work on an advertising-allowance basis. We are advertising in magazines of national circulation and in newspapers in cities so selected as to blanket the country most effectively. For this advertising we pay the entire cost."

Armstrong Cork Company: Supplies newspaper mats, electrotypes, complete layouts, and copy. In special circumstances, prepares special copy. Does not share dealer's space costs.

Eastman Kodak Company: Supplies mats and electros and is "convinced that the investment is extremely profitable." Each month "The Kodak Salesman" and "Photo Finisher" describe available advertising material. Company offers radio transcription—this an Eastman innovation in the field of local broadcasting. Makes available to dealers a weekly service of special copy and illustrations for newspapers.

Cost co-operation: The company pays no part of any local advertising expense.

Star Peerless Wall Paper Mills: During the spring and fall, circularizes paperhanger customers of the jobbers. Salesmen interest dealers in follow-up. On request, company prepares special cam-

paigns. "We do not make any advertising allowance to dealers. With the exception of window-displays, sales promotion material is sold to them."

Ault-Schackford Shoe Company: Supplies cuts, mats, prepared advertisements, window-display cards. New material now in preparation. "We work on a co-operative basis, usually on a fifty-fifty plan. We leave entirely in the dealer's hands the extent of advertising he is to do, and we match our dollars with his, feeling that he, as a rule, will keep his appropriation within reasonable limits, for he is dealing with his own funds. Thus far, on this co-operative plan, we have had only the most satisfactory results."

Delco Appliance Corporation: Delco-Heat Division supplies window displays, counter cards, literature, and newspaper advertising. For window-display material, about half the cost is borne by the factory and about half by the distributing organization. For literature, the factory bears approximately three-fourths of the cost.

Newspaper advertising by two methods: (1) for the distributor, the factory and the distributor split the cost fifty-fifty; (2) for dealers operating under distributors and for certain of the outlets with direct factory contacts, but hardly dealerships in the proportion of their operation, the factory stands half the advertising up to a certain proportion of their sales.

Company supplies the distributors and their dealers with mats of standard advertising copy, and specifies that this copy must be used and that it must be run in the main news sections of recognized newspapers.

L. C. Smith & Corona Typewriters, Inc.: Supplies dealers for both L. C. Smith and Corona clip sheets of cuts of machines and suggested advertisements. Supplies mats and electros, also booklets, folders, window displays, window streamers. An innovation is a folder, now on the press, containing several sheets of cuts and copy, together with instructions on how to create an advertisement. "We have no advertising-allowance arrange-

ment with our dealers. Everything we supply in the way of cuts, booklets, and displays is free of charge; but we do not pay a share of the dealer's expense for space."

Curtis Shoe Company: Supplies consumer folders, also ready-to-print newspaper advertisements. To those who ask for it, company gives special service to fit individual needs. "As a matter of policy, we do not share the cost of space, or local advertising expense, with our dealers. As are all rules, however, this one is subject to exceptions in which we do bear a portion of the expense."

International Silver Company: Supplies mats and electrotypes, both for ready-made advertisements and for the dealers' use in laying out their own advertisements. Supplies portfolios of suggested local material to enable dealers to tie-in with the national advertising. Suggests specific campaigns and estimates their costs to the dealer. Supplies ruled-off layout dummies for dealers' use in building advertisements.

* * *

To summarize—

It is the custom of manufacturers to supply—usually free of charge—the more or less ready-to-use ingredients of localized advertising and to co-operate, without charge, in preparing special material.

However, on the point of sharing the cost of local space, opinions and policies differ rather widely.

One line of distinction that might be drawn is that advertisers that carry extensive national campaigns in various media generally consider it unnecessary to pay a part of their dealers' display expense, and those that seek intensified local coverage believe it to be a good investment to share the local expense in proportions as high as fifty-fifty.

Another differentiation would take into account the products, and hence their methods of distribution. Thus, in the field of staples—and no doubt this generalization is subject to amendment—cost-sharing appears less often than it appears in the field of specialties.

In the opinion of those adver-

everything
ts, book-
charge;
e of the
"

Supplies
ready-to-
ents. To
company
fit indi-
atter of
cost of
expense,
all rules,
object to
bear a

pany:
oes, both
ents and
ring out
Supplies
al mate-
in with
suggests
estimates
Supplies
or deal-
ements.

acturers
harge—
use in-
ertising
charge,
il.
sharing
ons and
y.
t might
rs that
npaigns
y con-
a part
xpense,
ed local
a good
cal ex-
igh as

would
ts, and
bution.
es—and
is sub-
sharing
appears

adver-



I AM HAPPY TO ANNOUNCE
THE APPOINTMENT OF
RAY LONG
AS EDITOR OF
**PHOTOPLAY
MAGAZINE**

Kathryn Dougherty
PUBLISHER

tisers who share local costs, the plan serves to stimulate local advertising—and, incidentally, to lighten the advertiser's aggregate space expense.

In the opinion of those who would have none of the cost-sharing plan, the allowance tends to scatter fire, to encourage dealers

to use local media of doubtful value, and to give rise to additional "paper work" at headquarters.

However, it appears that each advertiser, rather solidly convinced by experience that he knows best what is best for his business, will continue to pay his money and take his choice.



New England Advertises

THROUGH three depression years, recreational advertising has proved its value to all types of business in New England. With this record, reported to the tenth conference of the New England Council, continuance of the advertising program was strongly urged.

Much credit for the success of the program is given to the co-operation which the Council receives from State, regional, community and business groups which, while carrying on independent campaigns, have also co-operated with

the all-New England program.

Among the points of information emphasized are: that it is much better to follow a policy of having each organization give inquirers detailed information directly, rather than refer them to other sources; that those New England areas where recreational business has been good this season are those having promotion bureaus; that winter sport facilities be provided so as to attract people to the natural advantages which New England affords winter vacationists.



G. N. Brown Joins Kelvinator

George N. Brown, for the last three years manager of the Electric Refrigeration Bureau, Edison Electric Institute, New York, has been appointed a special utilities sales representative for Kelvinator Corporation. He will make his headquarters in New York.



Olds Advances Loudon

W. H. Loudon, for the last year a central office sales executive for the Olds Motor Works at Lansing, Mich., has been appointed parts and accessories merchandising manager. His headquarters will continue at Lansing.



G. W. Johnstone to WOR

George W. Johnstone has resigned from the press department of the National Broadcasting Company after a service of eleven years to become director of press relations of radio station WOR, Newark, N. J.



To Be Represented by Coleman

Promotion Merchandise and Wood Products, Chicago, have appointed W. F. Coleman, Pacific Coast representative, as their Western advertising representative.

Geiss Adds to Staff

Miss Lee Brown has been added to the staff of Lester Hartley Geiss, Washington, D. C., in charge of the art department and Miss Betty Lou Alexander has been added to the copy department. The agency is now located in new quarters in the Star Building.



With Lionel Distilled Products

Laura Mantell has joined Lionel Distilled Products, Inc., Chicago, rectifiers, as advertising manager. She formerly was with the Boston Store, that city, and previously was with the F. N. Arbaugh Company, Lansing, Mich., as advertising manager.



Names Bayless-Kerr

The Bayless-Kerr Company, Cleveland, has been appointed to handle the advertising account of The Chandler & Price Company, of that city, printing machinery. Business papers and direct mail will be used.



Rabbi Becomes Advertising Man

Louis J. Schwefel has resigned as Rabbi of Temple Beth-El, New York, after five years' service to become vice-president of the Sweetland Advertising Inc., New York.

sh
re
th
of
ti

I
shoul
time
is th
comp
ter c
prefe
of m
New
brary
that
that
readi
wide
They
that h

1. 2
2. S
To th
3. E
Book
4. V
Poems

Pra
an au
at Gil
sure, I
Nov
and in

5. W
6. B
7. F
Scienc
8. P

Essays
interes
9. B
Steven
etc.).

Short

doubtful
ditional
ers.
at each
nvinced
ws best
ess, will
nd take

S

rogram.
rmation
s much
having
nquirers
, rather
ources;
l areas
ess has
e those
; that
rovided
e natu-
England

added to
a, Wash-
e art de-
ou Alex-
copy de-
ilding.

ducts
onel Dis-
rectifiers,
formerly
that city.
F. N.
Mich., as

Cleveland,
he adver-
& Price
ag mach-
rect mail

Man
igned as
New York,
some vice-
vertising.

More Books

The lists of books not about advertising that advertising men should read continue to come in. Only one book, "The Bible," has received a large vote. The rest of the selections are scattered among the classics, the neo-classics, and—well—other books. A summary of the selections will be published in a few weeks. In the meantime there is still time for readers to vote for their favorite books.

G. B. HOTCHKISS
NEW YORK UNIVERSITY
NEW YORK

I believe the advertising man should spend most of his reading time on current literature, for that is the kind with which he must compete. Fashions in reading matter change. Popular taste today prefers a speedier tempo than that of most classics.

Nevertheless the nucleus of a library should be composed of books that are perennially popular, and that deserve a second and third reading. They ought to include a wide variety of subjects and styles. They would begin with the two that have had greatest influence:

1. *The Bible*.
2. Shakespeare's Works.

To these we might add:

3. Burton E. Stevenson's *Home Book of Verse*.
4. W. S. Gilbert's *Plays and Poems*.

Practically every day of the year an audience somewhere is laughing at Gilbert's wit (helped a bit, to be sure, by Sullivan).

Now the life stories of peoples and individuals:

5. Wells' *Outline of History*.
6. Boswell's *Life of Johnson*.
7. Franklin's *Autobiography*.

Science in readable form:

8. P. deKruif's *Microbe Hunters*.

Essays, the personal reflections of interesting minds, such as:

9. Beerbohm's *And Even Now* (or Stevenson, Lamb, Benchley, Brown, etc.).

Short stories most people like:

10. Henry's Short Stories.

Views of life in other countries, such as:

11. Adamie's *The Native's Return*.

Modern novels, take your choice. I like

12. Sinclair Lewis' *Work of Art*.
13. Arnold Bennett's *Imperial Palace*.
14. A. P. Herbert's *Water Gypsies*.
15. Albert Halper's *The Foundry*.

But there are at least fifty more I like about as well. And among the old-timers, don't overlook Jane Austen and Alexander Dumas. In their particular fields they have not yet been surpassed.

* * *

GEORGE LAFLIN MILLER
MARK O'DEA & COMPANY
NEW YORK

Here are three authors (four books) who should help an advertising man gain and/or keep perspective on his business:

- J. B. S. Haldane—*Daedalus*.
- George Dorsey—*Why We Behave Like Human Beings*.
- George Dorsey—*Man's Own Show: Civilization*.
- Joad—*Guide to Modern Thought*.

* * *

WILLIAM E. MCFEE
THE AMERICAN ROLLING MILL CO.
MIDDLETOWN, OHIO

It isn't difficult to select fifteen books that should be in the non-professional shelves of every advertising man's library.

These are the books that have affected, influenced and helped me

most in my thinking and my work:

Joseph Conrad's *Nostromo*, for its fine imaginative style and its vast sweep over human emotions and experiences.

H. G. Wells' *An Experiment in Autobiography*, for its intimate insight into the growth and development of a man.

Your Germs and Mine (I've forgotten the odd name of the author), for its excellent demonstration of how highly technical matters may be put into comprehensible language.

Putnam's Complete Book of Quotations and Proverbs, by Benham, as a veritable font of ideas and suggestions.

C. E. Montague's *A Writer's Notes on His Trade*, for its bright illumination of a craft vital to advertising.

Wise's *The Modern Encyclopedia*, for its boiled-down explanations of everything in this world, old and new.

Ingersoll's 50 Great Selections—the cream of the works of America's greatest orator.

H. M. Tomlinson's *Sea and the Jungle*. Vivid, personal experiences of a man who saw, felt, and remembered. A tremendous panorama in words!

William McFee's *Harbours of Memory*, not because he's a relative, but because the man sets down impressions and experiences more tellingly and humanly than any other modern writer I know of. This is one of his best.

Fowler's *Dictionary of Modern English Usage*, for its correction of bad habits in writing and speaking our mother tongue.

The Shorter Oxford English Dictionary, because the big work is too expensive and space-taking, and this edition gives comprehensively enough the fascinating story of word-evolution.

Emerson's *Complete Works*, because I did not find myself until I discovered Ralph Waldo Emerson.

World's Greatest Poetry, by Wise, for its wide range over the poetry of all time. Good prose is not enough; we advertising men need poetry to fire our imaginations and to teach us the value of brevity.

Stefan Zweig's *Portrait of a Politician*, to reaffirm for us in an engrossing manner the need for truth, sincerity and straightforwardness in all our dealings.

Arnold's Zweig's *Case of Sergeant Grischa*, because it is the most penetrating psychological novel of our time . . . and the most moving argument (without being an argument) I've ever read against war.

* * *

VERNON M. WELSH
THE G. LYNN SUMNER COMPANY
INC.

NEW YORK

Here are not fifteen books, but a few that may stimulate advertising men:

The Road to Xanadu—J. L. Lowes. A brilliant study of the shaping spirit of Coleridge's imagination. More exciting than any mystery novel.

The Golden Bough—J. G. Frazer. Because primitive magic, superstition and ritual are as potent in Manhattan as in Malaya.

Rise of American Civilization—C. A. Beard. The epic surge and sweep of a people.

Expression in America—Ludwig Lewisohn. Acid analysis of American writing.

Mont St. Michel and Chartres—Henry Adams. Because skyscrapers and structural glass are rooted in a civilization—as were cathedrals and rose windows.

History of English Literature—Legouis and Cazamian. Man looms up behind literature.

Books are valuable to the advertising man only when they provide him with the means of understanding and participating in the ceaseless flux and change of mass emotion—of which intellectual, social and economic activity are the occasional fruit.

* * *

CARROLL RHEINSTROM
MACFADDEN WOMEN'S GROUP
NEW YORK
Group 1. *Psychology*—Woodworth.
Essays of Schopenhauer.
Group 2. *Middletown*—Lynd. *Re-*

LARGEST Circulation LOWEST Milline Rate in FLORIDA

OCTOBER, 1934, Average

59,852 Daily

66,534 Sunday

NOVEMBER Net Paid Exceeding

60,000 Daily

70,000 Sunday

Florida's prosperous winter market offers a brilliant selling opportunity. The Times-Union assures intensive coverage of the largest single buying area—Jacksonville's Trading Territory—plus effective circulation throughout the state. Statewide coverage at low cost!

The Florida Times-Union
JACKSONVILLE, FLA.

By Far the Largest Circulation in Jacksonville
The Largest Circulation in Florida

Represented Nationally by REYNOLDS-FITEGERALD, Inc.
New York Chicago Detroit San Francisco Los Angeles
GARNER & GRANT, Atlanta, Georgia

cent Social Trends—Hoover Commission.

Group 3. *Adventures in Contentment*—Grayson. *The Book of Tea*—Kakuzo. *Songs of Bilitis*—Louys. *Art of Writing*—Arthur Quiller-Couch. *Representative Essays on the Theory of Style*—Brewster. *Advanced Business Correspondence*—Hotchkiss & Kilduff.

Although this list is not intended in any sense to represent the first ten books which I would force on any advertising man, they have all played an intelligently stimulating part in my particular thinking, and in any case represent a structure for study which I have always advocated for advertising men.

This structure is made up of three fields of reading:

Group 1. Psychology, or the subject of why people buy.

Group 2. Economics, or the study of how people buy.

Group 3. Literature, or the study of the art of creating desire and turning it into action.

I honestly believe that if advertising men would confine their early reading to these three general fields—to the exclusion of so-called advertising texts (including my own)—we would have an advertising output more effective with the public, more justifiable to the business man, and less of a bore to those of us who have to work at it for a living.

* * *

THORNTON PURKIS
TORONTO, CANADA

I suggest the following books for reading and reference:

The Bible.

The Art of Writing, by Sir Arthur Quiller-Couch.

Oxford Book of English Verse.

The King's English, by George Francis Fowler, M.A., and H. W. Fowler.

American Commonwealth, by James Bryce.

Main Street, by Sinclair Lewis.

Anna Karenina, by Tolstol.

The Old Wives Tale, by Arnold Bennett

The Flame of Life, by D'Annunzio.

Dame Care, by Sudermann.

The World Crisis, by Winston Churchill.

Essays in Persuasion, by John Maynard Keynes.

Memoirs—by David Lloyd George.

The Saturday Evening Post.

Shakespeare's Plays—particularly *Hamlet*, *Othello* and *Merchant of Venice*.

I have chosen the novels for their enlightening studies of human emotions and because they are representative of racial origins. Churchill's *World Crisis* for the vigor of its language. Lloyd George's *Memoirs* for humanistic comment on men and affairs. Keynes' *Essays* for their clear thinking, and *The Saturday Evening Post* for its contemporary reflection of American life. *The Bible* because of its masterly brevity and Shakespeare to let some of the modern scribes know that there is nothing new under the sun, not even their modern slang.

* * *

JAMES MANGAN
Advertising Manager
MILLS NOVELTY COMPANY
CHICAGO, ILL.

May I say a good word for one book that all advertising technicians, all advertising buyers, may read and use with vast benefit, which, while the words "advertising" or "merchandising" occur nowhere on its pages, is easily the greatest work on advertising ever written?

Title: *The Art Spirit*. Publisher: J. P. Lippincott. Author: Robert Henri, famous American painter and art teacher.

It is not a book about art, except for those people who happen to be artists. At the same time it's a book about plumbing for those people who happen to be plumbers. . . .

The author opens with: "Art when really understood is the province of every human being. It is

simply a question of doing things, anything, well. It is not an outside, extra thing. When the artist is alive in any person, whatever his kind of work may be, he becomes an inventive, searching, daring, self-expressing creature. He becomes interesting to other people. He disturbs, upsets, enlightens, and he opens up ways for a better understanding. Where those who are not artists are trying to close the book he opens it, shows there are still more pages possible."

Good artists and serious art students have up till now been the principal readers of *The Art Spirit*. Advertising art directors and other advertising men who may be amateur artists probably have it in their libraries. But if the great body of advertising men who now hold the advertising business in the palm of their hand would only read it and follow its inspirations we might at last achieve the much needed advertising renaissance.

Why so much dull, listless, mediocre advertising today? Simply because the advertising SPIRIT is lacking! Why are there so many men claiming to know so much about advertising? Why are so many positive statements made about advertising? Why are 90 per cent of all articles in the advertising press about things that have HAPPENED, about "facts" that are KNOWN?

Simply because the student is missing!

Robert Henri, in comparing the student with the non-student, indicates two ideas of life: motion and non-motion. The absence of advertising effectiveness, the disappearance of advertising volume are

clearly traceable to one cause: NON-MOTION!

* * *

H. L. HARRIS
UNITED FRUIT COMPANY
BOSTON, MASS.

Noting in the edition of November 8, the story "Books for Advertisers" it occurs to me that the enclosed comment may add to the gaiety of nations.

Pick out fifteen books to benefit an advertising man and you predicate an intimate knowledge of the individual's background. The late Mr. Secretary Hay, after spending a week over Kant's "Critique" went on a mental debauch and read thirty "Nick Carters," "in order," he said, "to bring down his mental processes to a point where his subliminal self was attuned to the cry of the proletariat."

We all number among our advertising friends the studious type, reveling in Marcel Proust and the well-known group of Russian authors whose Moujiks hover about in perpetual woe. We also know the sub-species that has attained a liberal education by studying O. Henry, Omar Khayyam and the tabloid newspapers. And, of course, in between is the vast undetermined group that derives its mental pabulum from *Time*. So one has to be careful in recommending helpful literature. Our own intimate, ever-useful reference library consists of a Bible, with concordance, a "World Almanac," "Dictionary," "Brown's Grammar," very dog-eared, and a "Hotel Red Book." Our branch library consists of a Montgomery Ward catalog—take it or leave it.

♦ ♦ ♦

Detroit Office for Chicago "Tribune"

The Chicago *Tribune* has established a new office in Detroit, with quarters in the General Motors Building. Wallace E. Bates, of the New York office, is in charge. He will work directly under George O. Strecker, manager of the automotive department. While the new office will be primarily devoted to development of automobile advertising, general accounts will also be serviced.

New Vice-Presidents, Kenyon & Eckhardt

Dwight Mills and Edwin Cox have been appointed vice-presidents of Kenyon & Eckhardt, Inc., New York agency. Mr. Mills, before joining the agency last January, was business manager of *Business Week*. Mr. Cox, who is also copy director of the agency, was manager of the Detroit office of Young & Rubicam, Inc., before joining Kenyon & Eckhardt.

Why Advertising Really Is an Economic Tool

(Continued from page 10)

multiply examples of the way that growth in volume has given the consumer either the same value at a lower price or added value at the same price or both.

Take two examples within the memory of all of us. Perhaps you have had an opportunity to compare the difference in prices of amateur photographic materials from 1914 to 1934. The Eastman Company in explaining why it uses about $3\frac{1}{2}$ per cent of the retail price to tell people about taking pictures says:

"Savings to the consumer as a result of consistent advertising are so many times the amount of money devoted to advertising that we think any question of wasteful practice is untenable."

In about twelve years, something like eighteen million radio sets have been purchased for American homes. Today you can buy for one-fifth or one-sixth of the price of those early sets of twelve years ago an instrument which reaches across the oceans and gives you fidelity and beauty of tone beyond the wildest dreams of 1921.

Advertising Is Only One Factor in Distribution

In distribution, advertising or the spreading of information to the public, is only one factor. The retail cost of any article is made up of materials and labor plus all the distribution costs which include packing, carting, transportation, warehousing, salesmen's expense, credit, collection costs, financing and advertising.

Last winter a great many people were hungry in a typical Eastern city. At the relief stations hundreds and thousands were in line receiving bread and coffee.

At that very moment wheat was being burned in the fields of Middle-Western States. Sugar was being burned in Cuba and coffee in

Brazil. When the world has such an over-abundance why should anybody starve? Why shouldn't some of that wheat and sugar and coffee have been brought to that typical Eastern city?

"We thought of that," said the local director of relief, "but the cost of handling and transportation to get it here would have been more than we had to pay for these supplies in the open market."

In other words, advertised coffee and advertised sugar and advertised bread could be bought for less in the open market than it would have cost to bring carloads of these over-abundant materials which happened to be unwanted and which carried no cost of advertising.

Its Very Nature Makes It a Target

Why is it, then, that advertising is the target for so much comment and criticism when the other factors of distribution receive such scant attention? Advertising is so conspicuous. By its very nature it seeks to call attention to itself. The public has no opinion on the cost of collections or whether carting charges are reasonable. It has no interest in warehousing expense. But it sees advertising wherever it looks and of course it has opinions about anything which is so much a part of everyday life.

The second reason is that a fairly considerable share of advertising deliberately lays itself open to criticism.

Many of the other abuses of advertising are brain-children of the depression. Publishers have been induced to drop the bars to admit many types of advertising which would never have found a place in their columns a few years ago.

Frankness, unnecessary frankness, to a point of nausea, in the



SPOKANE MARKET

**Selected as One of 50 Best Test Markets
of the U. S.—by 129 of America's Lead-
ing Sales and Advertising Executives**

Ross Federal Survey for Sales Management rates the Spokane Market as one of the 50 Best Test Markets in America. The Spokane Market led 35 of all 39 cities in population class 100,000 to 250,000 and virtually tied with Seattle and Sacramento as test markets of the Pacific West.

HERE ARE THE REASONS:

- (1) **BUYING POWER FACTOR:** Spokane Urban Market per capita retail sales 25% ABOVE all 80 cities 100,000 to 500,000 population and automobile ownership one-sixth greater than U. S. average.
- (2) **WASHINGTON, OREGON and IDAHO 1934 CROP YIELD:** 59% to 347% ABOVE U. S. average. Spokane Market mining and lumbering speeding up and \$63,000,000 Grand Coulee Dam Federal Project now pouring millions into this area.
- (3) **SALES CONDITIONS BEST IN WEST:** Twelfth Federal Reserve Bank Report shows Spokane department store sales gain October 1934 over 1933, 32.8% compared 19.9% for Twelfth District—Spokane leading all reporting cities ten consecutive months, gain 29.4% compared district average of 9.4%.
- (4) **SPOKANE MARKET "DISTINCTLY DIFFERENT":** 36% of family groups in Metropolitan Spokane 64% outside field, therefore providing both an ideal Metropolitan Area TEST MARKET and small city and town TEST FIELD. Both thoroughly covered by 85% UNduplicated combined circulation of the SPOKESMAN-REVIEW and SPOKANE CHRONICLE (91.95% home delivered Urban Coverage—Polk).

*Special Surveys—"Market Facts Book"—Route Lists
and other market information forwarded promptly.*

THE SPOKESMAN-REVIEW.
MORNING SUNDAY

Spokane Daily Chronicle
EVENING

(Cover the Spokane Market Like the Sunshine)

Sectional Sales Manager

Salary \$10,000 Per Year Plus Bonus

Either a sales manager or a crack salesman to work in field with men. Products: COUNTER ICE CREAM FREEZERS, AUTOMATIC PHONOGRAPHS, REFRIGERATION CONDENSING UNITS. Age: not over 40.

All applications must be in writing.

Address **RALPH J. MILLS, Vice-President**

MILLS NOVELTY COMPANY

4100 Fullerton Avenue, Chicago, Ill.

A \$10,000,000 Institution, Established 1889

discussion of the functions of the human body, has been condoned. Blatant claims, superlatives, vulgarities, sensationalism, too much sex, unfounded promises—all these have been characteristic of certain phases of advertising and all of them are only signs of the times. Most of them will disappear as business gets better.

Housecleaning from Within Is the Only Kind

Already radio which on the whole, has an excellent record, is in for a housecleaning to remove some of the objectionable material which has been coming over the air for the last year or so. Fortunately this promises to be a housecleaning from within which is the only kind of housecleaning that amounts to anything in the end. Let us hope that as the pressure gets off the back of the neck for the other media they will resume their progress in decency and taste and plain playing square with their readers which was more or less interrupted by the scramble for business that has taken place in these last five years.

Advertising is too fine and useful and valuable a tool to be blunted by misuse. It has too great a task ahead of it. For without the truthful, believable spreading of information this country just hasn't any way to get itself back on the track and forge ahead into the exciting and useful future which coming generations are going to enjoy. But before we go into that and the part which the legitimate spreading of information is going to play in it, let's look at two other aspects of advertising in addition to its vital economic role as the right arm of mass production.

One is pride and the other is preference.

Pride is a useful and constructive influence in human nature. It makes a manufacturer build his product to an ideal, not because anyone tells him that he must, but because his product will bear his name. This pride of authorship whether it concerns a loaf of bread or a can of beans or a box of fruit is

a very understandable trait of human nature and is responsible for merit in American products far above and beyond the minimum demands of commerce.

But pride is not a one-way emotion. The consumer has it in her purchases just as the manufacturer feels it in his daily work. Does a girl want her engagement ring to come from a side-street cut rate diamond store or in a Tiffany box? Will she like it better if you take her to lunch at an out-of-the-way tea-room or at the Ritz? The material may be just as good and there may be as many yards of it in a gown from a fourth-rate department store as in a Paris model. But watch her eyes when she sees the label of Vionnet or Mainbocher or Schiaparelli or Worth!

Just a silly idea of the feminine mind, perhaps, until the masculine critic realizes that even he prefers a Dunhill to an unknown pipe, that a Corona-Corona tastes better for the band around it, and that a Rolls-Royce still means a little more than a car of equal price without that hood.

Human Nature Comes to the Fore in Russia

In Russia today they are all comrades together. And yet the way they are getting the work done is to give a person a bit of red ribbon to wear in his coat lapel, or a better place to live, or a chance to shop at a higher grade food store, or a pleasanter vacation or—if he gets to be a really big shot—an American or English automobile—and a chauffeur. Human nature is very human. Pride makes a lot of wheels go round.

It's very easy to say that advertising preys upon this weakness of human nature. And some of it does. The mere snob instinct of wanting to smoke the cigarette which is alleged to be the favorite of a society woman or to drive a car that is always parked in front of country clubs may be very silly. But pride can accomplish some pretty useful things.

It can and has put bath tubs into most American homes. It has made at least 30 per cent of our

fellow citizens learn to use tooth brushes. It has changed the interiors of our houses from early General Grant to the obviously more attractive and livable homes of today. It has made a lot of people go to college and though that fact is no guarantee of culture, it has undoubtedly lifted the average of intelligence.

Even in this fantastic field of cosmetics there is advertising which can be just plain information. Almost any face powder, for example, looks all right just after it has been applied. But if one will stay on and look well for several hours—that's news. And the maker of it has the right to spread that information just as surely as the maker of house paint has a right to tell the house owner that a certain paint will stay on and look well for several years.

Or, if a woman over thirty finds that wrinkles are appearing around her eyes and mouth, that her neck is losing its smoothness, and her cheeks aren't as firm as they used to be, she wants information and she wants it quick. She knows that there are some things which come in jars and bottles which probably won't make a raving beauty out of her but which will keep the ravages of time in check and will give her a clear and freshened look and, most of all, will give her back her self-respect and confidence. She wants to know which bottles and jars to use and how to do it. She wants information and advertising gives it to her.

* * *

Think of the variety and health which the food industry has brought to American homes in the last thirty years. Cast your minds back to the limited diet of those days, to the long cold months when one or two kinds of winter vegetables were stored in the cellar and when strawberries in January were the symbol of the multi-millionaire. Think what domestic science experts, working with the editors and working with the advertisers, have achieved in building sound teeth and sound bodies and in averting disease and prolonging life.

Remember how kitchens were? A stove fed by coal which had to be carried up the cellar steps. If the sink had a pump, it was a luxury. If not, there were more back-breaking trips to the well. A kerosene lamp only made the gloom deeper in the corners. Every dish prepared meant hours of bending over the hot stove, for nothing had been made easy at a factory, nothing had been planned to save our mothers.

Look What's Happened to the Kitchen

Walk downtown ten blocks from here and visit the kitchen in the Model Little House or go into the institutes of the *Herald Tribune* or *Good Housekeeping* or *Delinicator*. See what has been done since women took over from men the job of designing kitchens. See the way that steps are saved, see the uniform comfortable height of gas or electric stove, sink and moving work table and supply shelves. Analyze the carefully planned locations of automatic refrigerator and dishwashing machine, telephone and housekeeping desk, timing devices, radio, and pots and pans and utensils. These aren't just laboratory samples. They are the counterparts of labor-saving machines and devices shown through the advertising columns of national magazines and newspapers to women in cities in country towns, on farms.

An economic waste, eh? Oh, sure. Let's go back to grandma's kitchen and eat some boiled beef and potatoes and bread and apple-sauce!

Maybe the consumer doesn't want to be protected against progress. This consumer is a mighty elusive person. He is like a layman—somebody who isn't in the room when he is being discussed—a poor simple soul who never knows the right answer. The consumer is the man who is constantly being protected. He is the man who pays and pays and pays. Sometimes you may feel that you are a consumer and should be protected against taxes, for instance. But you always discover that it isn't you who are entitled to protection

THE STARCH

Advertisement Rating Service

*hereafter will include studies
of advertising effectiveness by
product classifications*

Six to twelve months' reports will be available periodically to advertiser and agency subscribers who receive the Starch Advertisement Rating Service on every issue of all 14 or of 7 of the magazines checked in a continuous coast-to-coast reader survey.

Classification Reports throw light on the effectiveness of ideas, of appeals and of their treatment in comparable campaigns. Each report—on automobile, or cosmetic, or cereal or any other product group (campaign by campaign and magazine by magazine)—is confined to the particular classification.

Subscribers may borrow sets of mounted advertisements for use in their study of respective reports.

Ask for further information regarding Classification Reports and the Service they supplement without additional charge to subscribers.

*The Starch Advertisement Rating Service
(based on a field program in operation
for nearly three years) is growing in
scope, in usefulness and in its acceptance.*

DANIEL STARCH

CONSULTANT IN COMMERCIAL RESEARCH

Headquarters

420 LEXINGTON AVE.

NEW YORK CITY

—it's the consumer just around the corner—a sort of John W. Public standing off at the right of the cartoon waiting to be bilked by Big Business until a knight on horseback gallops in from Washington to save him from a fate worse than death.

Isn't it clear that Americans like advertising?

Americans want to know about things. They want to know what to buy—and why.

Americans follow advertising not only to be informed, but to be interested in new ideas—to be aroused to new desires—to be directed to new ambitions.

The mainspring of American life is desire, and the power that winds the spring is advertising. So, of course, Americans like it and want it.

Thoughtful business men observing this fact, act upon it. They make their merchandise desirable. Then they make it desired. They give it the color of news, the spice of romance and the flavor of zest through advertising.

In the quarter of a century just

passed advertising has come into existence in its modern phase as the only economic means of carrying information of industrial progress to the millions. It is not yet a perfect instrument. Like everything new and vital and American it has its faults and its vulgarities, its inconsistencies and its tremendous driving power.

It not only works; it works better than any substitute to serve the progress of the country just as surely as a broadcasting station is a better distributor of information than a solitary human voice.

* * *

Scientists and manufacturers will continue to create new products. The public wants them. But the public must be told about them. Advertising has been doing its best to spread your information for you in the past. It is a better tool today than it ever was. It is ready to carry the news which will lift this country into a standard of living and a level of prosperity beyond anything that any of us have ever dreamed.

* * *

New Chattanooga Business

Advertising Associates is the name of a new business formed at Chattanooga, Tenn., with offices in the Chattanooga Bank Building. It is headed by John D. Stanard, at one time advertising manager of the College Entrance Book Company, New York. The new company, in addition to a general advertising service, is acting as exclusive representative of the Walker-Longfellow Company, leather specialties, and Geiger Brothers, calendars, both of Newark, N. J.

* * *

Gorham Joins Newton "News"

Paul L. Gorham has joined the Newton, Iowa *News* and will be in direct charge of national advertising. He formerly was business and advertising manager of the Washington, Iowa, *Journal*.

* * *

Parry Leaves Hecker-HO

H. B. Parry has resigned as secretary of the Hecker-HO Milling Company, Buffalo, N. Y., because of ill health. He is now on his way to Texas where he will reside.

* * *

Hohl on Toledo "Blade"

Raymond Hohl, for six years advertising and promotion counselor at Stein's, Toledo, has joined the advertising department of the Toledo *Blade*.

With Insurance Company

Alan Stevenson, for eleven years vice-president in charge of sales of the Shanferoke Coal Company and vice-president of the Acme Coal Company and president of the Acme Stoker Company, has been made assistant general manager of the Allied Fire Insurance Company, Utica, N. Y.

* * *

Creamer with S-M News Company

Joseph Creamer, formerly in charge of promotion for The Frank A. Munsey Company and previously with Batten, Barton, Durstine & Osborn, has resigned to serve in a similar capacity with The S-M News Company, New York, magazine distributor.

* * *

Death of Ray W. Conde

Ray W. Conde, president and secretary of the *Insurance Field*, Louisville, Ky., died last week at that city, aged fifty. He had been made president and secretary of the publication earlier this year, having been vice-president, secretary and general manager previously.

* * *

Bielefeld Opens Detroit Office

The Herbert J. Bielefeld Studios, Inc., Chicago, commercial art, has opened an office in the Stormfeltz-Lovely Building, Detroit. Miss Flora A. Allan is manager and F. Heath Cobb, sales manager.

A large
facture
drugs
wide
man to
utive
The co
of abl
pharma
technic
ecutive
able of
charge
Product
have th
research
upon t
departm
their v
practica
necessa
developi
tailed i

The ma
need n
market
getter s
to the
and ind
telligent
ingenuit
of worl
ability t
guide i
mon se
fitted a
experien

1. Rec
terry
to dis
wants
2. U
pr

Man Wanted!

Large manufacturer of drugs and toilet articles
needs new executive

Splendid opportunity for man with right ability
and experience

A large, long established manufacturer of well known packaged drugs and cosmetics, doing a world wide business, is looking for a man to fill an important new executive position.

The company already has a staff of able research men—chemists, pharmacists, doctors and other technical specialists. The new executive needed now, is a man capable of directing and taking full charge of the work of the "New Products Department." He will have the support of these technical research men, but he must draw upon them for the needs of his department; correlate and direct their work along promising and practical lines; and see that all necessary parts of the work in developing new products are dovetailed into a completed whole.

Who is this man?

The man required for this position need not be a creative chemist, market research expert, or go-getter sales executive. In addition to the fundamentals of honesty and industry, he should have intelligent vision, imagination and ingenuity. He must have the knack of working with others and the ability to interpret their work and guide it along practical and common sense lines. He should be fitted also, by temperament and experience to:

1. Recognize and correctly interpret market opportunity—to discover what the public wants and will buy.
2. Understand the modern practice of advertising and

merchandising—to appreciate how such new products can be successfully marketed and set up practical plans for promoting their introduction and sale.

3. Know at least enough about chemistry and pharmacy to work sympathetically and intelligently with the chemists, pharmacists and other members of the technical staff.

Where is this man?

The man wanted may possibly be with some other drug or cosmetic manufacturer today. Possibly he may now be in the retail field. Perhaps he is connected in some way with sales, advertising or sales promotion. He may even be associated with an advertising agency.

Is this man You?

If you have the proper qualifications of temperament, ability and experience, write at once and describe yourself—tell all about your past experience, education, training and accomplishments. Don't say you *think* you are the man for this job—write only if you are reasonably sure that you can fill it successfully and give good sound reasons for your belief that you can.

All communications will be held in strict confidence and a personal interview will be arranged with any man whose response to this advertisement is sufficiently interesting to justify further negotiations.

Address: "X," Box 297, care of Printers' Ink.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell
John Irving Rorer, Editor and President
1908-1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

G. A. NICHOLS, Editor
C. E. LARABEE, Managing Editor
R. W. PALMER, Associate Editor
ARTHUR H. LITTLE, Associate Editor
BERNARD A. GRIMES, News Editor
H. W. MARKS, Mgr. Readers' Service

EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue; Andrew M. Howe, Associate Editor; P. H. Erbes, Jr., Washington, 1208 Carpenters' Building; Chester M. Wright.
London, 110 St. Martin's Lane, W. C. 2; McDonough Russell.

ADVERTISING OFFICES

Chicago, 6 North Michigan Avenue; Gove Compton, Manager.
St. Louis, 915 Olive Street; A. D. McKinney, Manager.
Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months. Canada \$4 plus duty \$2.00 a year. Foreign \$5.

NEW YORK, NOVEMBER 29, 1934

Up the A. N. A. Alley

He spoke to the Association of National Advertisers in the manner of a man unafraid to speak his mind. Thus, at the end of his address, when questions rained upon him and one questioner asked, waggishly, "What do you think of So-and-So?" this man flouted politics and shot back: "I never *did* like that guy."

It was to such a speaker—Arthur D. Whiteside, president of Dun & Bradstreet and a member of the National Industrial Recovery Board—that the A. N. A., in Atlantic City last week, listened with respectful attention. He brought a message that was direct, and specific, and provocative.

First, he reviewed the fortunes of the NIRA; and without a qualm conceded that that Act was not as he would have written it. "But it did contain the elements that would have been and may still be, if properly administered, the answer to

our problem." And, although the Act may be modified to bring about closer teamwork between the Government and business, it will remain as the "spearhead" in the attack upon unemployment—the key obstacle to recovery.

And then Mr. Whiteside walked straight up the alley of national advertisers.

"You," he told the A. N. A., "have been responsible—and it is a responsibility derived from a unique achievement—for opening new vistas in the habits and the desires, principally in advancement, of the people of this country . . ."

He urged the A. N. A. to re-arouse the volitional buying power "that will bring back prosperity and the re-employment of millions"—first, by increasing demand for consumable goods and, second, by this means bringing about new activity in durable goods.

And why might the A. N. A. be expected to conquer such a task? Because said this upstanding Federal officer who is outspoken enough to say that he never liked Mr. So-and-So—because:

"To a degree that is inestimable, you have made luxuries as well as necessities available to rich and poor alike by reducing the cost of distribution through national advertising.

"You have made the consumer so sensitive to value that national advertising, by its mere association, gives assurance of satisfaction with the product advertised.

"You have compelled, by irresistible pressure, the exercise of the greatest inventive and production activity toward the advance of civilization.

"You have added to the life of the individual by relieving millions of unnecessary hardship.

"You have given leisure for the broadening of educational pursuits and you have awakened desires that will culminate in the highest type

of civ
witness

Con
advert
these
in ans
that u
have s
people,
ing les

Mr
Ex

times,
net pu
tonishe
news—
making
that e
acclama

Secre
swering
—the r
Admini
the eff
operati
prise,
employ
claimed

"I've
the Sec
private
We ca
waiting
going.
that a
lic mor
that inc
a hurry

It see
atory M
idea tha
that a
of Fede
perhaps,
with po
everythi
the man
terials a
carpente
start bu

On th
seems

ough the
ng about
he Gov-
will re-
in the
nt—the

walked
national

N. A.,
nd it is
from a
opening
the de-
cement,
ry . . ."
to re-
g power
"prosperity
illions"
and for
cond, by
ut new

N. A. be
a task?
g Fed-
enough
ed Mr.

timable,
well as
ch and
he cost
onal ad-

consumer
national
ociation,
on with

irresis-
of the
duction
of civi-

life of
millions

for the
pursuits
res that
st type

of civilization the world has ever witnessed."

Concerning those achievements, advertisers may answer: "Yes, these things we have done." And, in answer to this man's plea, "Use that unsurpassed ingenuity that you have shown in the past to lead the people," advertisers can say nothing less than: "We will!"

Mr. Ickes Exclaims

The Secretary ex-
claimed. In these
fairly explosive

times, when a member of the Cabinet punctuates his words with astonishers, he isn't always making news—unless, of course, he's also making a monkey of himself. In that event, he becomes news by acclamation.

Secretary Ickes exclaimed. Answering—via the *New York Times*—the remarks of Federal Housing Administrator James A. Moffett to the effect that the FHA program, operating through private enterprise, would boost the level of employment, Secretary Ickes exclaimed at length.

"I've seen no evidence," exclaimed the Secretary, "that the holders of private capital are ready to use it! We can't sit around indefinitely, waiting for private capital to get going. I subscribe to the theory that a very large amount of public money should be put out, so that industry can be pepped up in a hurry."

It seems to have been the exclamatory Mr. Ickes' modest idea—an idea that later was "reconciled"—that a few thousand cubic miles of Federal-built housing—papered, perhaps, with greenbacks and roofed with postage stamps—would fix everything all up by inspiring all the manufacturers of building materials and all the contractors and carpenters to go somewhere and start building on their own.

On this matter of inspiration it seems pertinent to call to Mr.

Ickes' attention one phase of the philosophy of chain stores.

"Destructive competition?" many a chain-store executive has exclaimed. "Quite the contrary! Why in many an instance we actually have helped the local merchants by stimulating them to greater effort."

"Yes," agrees Emil Schmalz, whose place of business used to stand next to the barbershop. "Ah, yes. They stimulated my grocery to death."

Let's Go to Work

Rex Tugwell, so
we see by the
papers, went to

Warm Springs the other day and had a swim with the President. After which the two men had a bite of lunch together and then talked far into the afternoon. Professor Tugwell, it seems, was called upon to give his chief a full account of his recent trip through Europe studying economic conditions—a trip which Mr. Roosevelt would probably have taken for himself if he had not been so occupied at home.

The reason we mention this perfectly natural meeting at all is that it has apparently given to certain business men another of their periodical attacks of the jitters.

The Brain Trust, it seems, is not going to be fired after all. Mr. Tugwell will be allowed to retain his job in Secretary Wallace's office and will continue to draw the increased salary which a reluctant Congress voted him last spring.

Hence, these commercial leaders will continue weeping on each other's shoulders, being mutually sorry for themselves and hoping for a break of some kind before getting once more earnestly to work.

The situation has already been outlined to them so many times that a further recital is pretty much of a nuisance. But because of the great necessities involved, here it is again expressed in simple English:

1. On November 6 an election was held.

2. It made the Administration, including the Brain Trust, secure in office for at least two years and probably for six.

3. Therefore, advertisers who insist upon waiting for a break in the political situation before going back to work will probably get pretty hungry if they follow through consistently on that policy.

If the President wants to go swimming with Mr. Tugwell, if he continues thinking that Secretary Ickes and Administrator Moffett can live together under the same roof without continuous explosions, if he wants to keep Donald Richberg as head man next to himself, what are timid advertisers going to be able to do about it?

And what is there in this situation to prevent them from doing their best to sell merchandise *now*?

If the penalties of their unthinkable strange procrastination could be visited on themselves alone, there would be a general disposition, we believe, to wish them goodbye and good luck. But in the interest of all, continued efforts must be made to bring them to their senses.

This moves us to repeat a line which has frequently appeared in these columns, as follows and to wit:

Let's all go to work.

A Principle from 1806

What profit profit? Does the public reap benefits from the earnings of business enterprises?

In 1806, William Colgate started a soap factory in what is now down-town New York.

In 1934—a few days ago—William Colgate's great-grandson reported, over the radio, the achievements of the stewardships that have succeeded that of the founder.

Today, said S. Bayard Colgate, president of Colgate-Palmolive-Peet, the factory consists of twelve

plants. Its owners—the stockholders—number 8,334. Its products are sold in every civilized country.

And why? And how?

"As the sole owner of the business," said Mr. Colgate, "he (the founder) could have done anything he wished with the profits. What he actually did was to put a large part of the profits back into experiments and new equipment for making his products better and for developing new products."

And for 128 years, the founder's policy has carried on.

And thus, again, we go back for more than a century to reach the roots of a principle—a principle so good that, even in these days of marvels, we cannot find a better one.

Echoes from Homer

How often does human effort fail to follow through! Consider the ukelele situation.

NRA officialdom now moves to regulate the ukelele-building industry in Hawaii, and to protect the industry's workers from occupational hazards.

And there officialdom falls down.

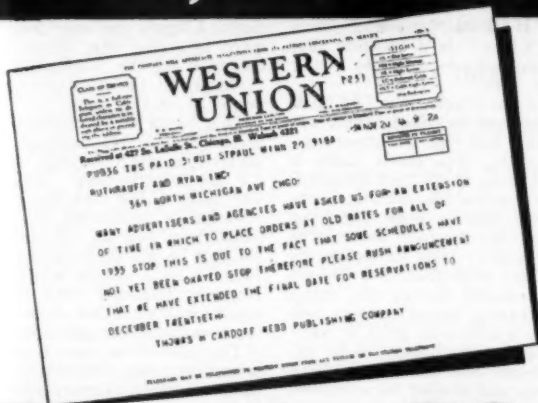
Ukeleles perpetrated in Hawaii are brought to the United States. Yet not to Blue Eagle officialdom has it occurred to safeguard the mainland public against the hazards of ukelele listening. Conspicuous stands the precedent of coded machine-control. Yet not to officialdom has it occurred to rule that no ukelele shall be operated for more than, say, two hours out of twenty-four, and not at all on Sunday.

And there is precedent even farther back. Even among the ancients there were certain pursuits recognized, and perhaps even encouraged, as respites between strummings. Of these pursuits, one was pillage.

For though 'Omer smote 'is blooming lyre, and 'eard men sing by land an' sea, yet what 'e thought 'e might require, 'e went an' took the same as we.

ON O inc line, \$3 white p In on advertis this prot okayed claim. We a another in 1935. ary 1935. Protec rates an on all next ye this ma 40% of in town a divide And 30% to show s power. extra c

30 Days EXTENSION!



December 20th

LAST DATE FOR PROTECTION . . . SEND IN ORDERS *Now* FOR 1935!

ON October 20th THE FARMER'S WIFE Magazine announced a circulation increase from 950,000 to 1,050,000, and an increase in rates from \$5 per line, \$3100 per black and white page, to \$5.50 per line and \$3400 per black and white page.

In one month, over 200 orders have been received. At the same time, many advertisers have asked us for a time extension on this protection date. Schedules which could not be okayed by November 20th had, we felt, a valid claim.

We are, therefore, extending to all advertisers another 30 days in which to enter orders for space in 1935. December 20th, closing date for the February 1935 issue, is, however, positively the last day.

Protect yourself now for all of 1935 at existing rates and pay yourself a 10% circulation dividend on all space used in THE FARMER'S WIFE next year. You'll want to use every issue. For this magazine, the *only* magazine written for the 40% of America's women who live on farms and in towns under 1,000, gives you another dividend—a dividend of 760,000 extra consumers.

And remember, farm incomes are up. They're 30% to 25% larger in 1934 than in 1933; 1935 will show still another increase in farm spending power. Make sure you get your share of these extra expenditures at this low advertising cost.



The FARMER'S WIFE

The Women's Magazine With the Fastest Growing Reader Income

New York Chicago St. Paul San Francisco
400 Lexington Ave. 307 N. Michigan Ave. 55 E. Tenth Street 55 Montgomery St.

The Little Schoolmaster's Classroom

"WHAT has become of Santa Claus?" is a question that may reasonably be asked by young and old alike.

There was a time when Old Nick practically monopolized Xmas advertising. But then advertisers became subtle. Too much Santa is as good as no Santa, they reasoned. Advertising could do without Santa—and did, chiefly to the handicap of a generation which thenceforth was obliged to draw its picture of the genial saint from the forlorn and bedraggled figures who stand on wind-swept street corners and are such a source of grief to well-meaning parents compelled to explain away the strings of false whiskers and similar incongruities which are so noticeable to discerning young eyes.

The Schoolmaster would not be at all surprised to see a reaction set in this year. Somehow, he feels that a bumper crop of Santas would be exceedingly welcome these days when the blues singers of business are putting so much stress on that old refrain, "There ain't no Santa Claus."

Typical of the healthy looking

Santa Clauses we may look forward to seeing next month is the one used by the National Carbon Company in the display piece reproduced on this page.

This Santa Claus, however, will not rely upon his physiognomical perfections, such as they may be, for his effectiveness. Rather he will make a bid for the public's attention by animatedly waving his hand from side to side. In this business he will be assisted ("motivated") by a device which is of National Carbon's own make—a small and economical motor which feeds on an Eveready battery.

The use of its own product to power its own displays is something not given to every advertiser. It is interesting to see, however, that National Carbon was unselfish enough to construct its display so that products besides those that bear the Eveready label can be featured by the dealer at his discretion.

• • •

Another Santa Claus, to be sure a very modernistic one, appears in a Chevrolet advertisement. Here, however, the interest is not so much in Santa Claus as in the fact that a spread in color is being used to advertise automobile accessories.

At a time when it seems that the automobile manufacturers are putting almost everything, including a bird cage, on their cars it is commercially pleasant, at least, to find what a wide variety of gadgets are available for the earnest shopper for accessories.

It is also interesting to see an automobile company step out to build accessory sales for



its dea
dealer
has th
"Throu
10,000
to real
out of
viewpo
Proble
Some
master
of acc
made
making
added
Henry
Since t
been p
cessorie
to the
advertis
still is
in the

The
see tha
continui
mas Gi
year. M
Linder,
gressive
rious tr
tions pr
seventy
circulati
5,000,000
feature
pages.
60,000 p

Frequ
efforts t
the gift
they sink
particula
increased

On th
natural
tons of i
mas tim
excluded

For a
industry
of the
the cam
industry
years is
fort to c

For th
Nation
nia prun

its dealers, for this is primarily a dealer advertisement. The copy has this sentence, for instance, "Through such 'different' gifts, 10,000 Chevrolet dealers combine to really help you pull old Santa out of the rut; give him a youthful viewpoint in the Great Annual Problem."

Some years ago the Schoolmaster talked with a manufacturer of accessories who said he had made a comfortable fortune by making things that could have been added to the Ford at a cost to Henry Ford of less than \$20. Since that time manufacturers have been putting more and more accessories on the car when delivered to the customer, but the Chevrolet advertisement indicates that there still is a wide field for accessories in the gift market.

• • •

The Schoolmaster is pleased to see that the grocery industry is continuing its "Foods for Christmas Gifts" campaign for another year. He understands from R. A. Linder, managing editor, *The Progressive Grocer*, that last year various trade and business organizations promoted the idea and some seventy daily newspapers with a circulation totaling more than 5,000,000 found it worth while to feature "Foods for Gifts" on their pages. In addition, more than 60,000 posters were distributed.

Frequently manufacturers make efforts to put non-gift products in the gift class with the result that they sink a lot of money and get no particular way toward a goal of increased sales.

On the other hand, food is a natural gift item, a great many tons of it are given away at Christmas time, even if charity gifts are excluded from the reckoning.

For a number of years the food industry was not getting its share of the gift business. Therefore, the campaign carried out by the industry for the last couple of years is a natural and healthy effort to capitalize on a sound idea.

• • •

For the Class' data file:
National advertising on California prunes carried on last year by

Since THIS is
•
THANKSGIVING DAY
•

You won't MIND if
•

We TALK TURKEY
•

And MENTION the fact
•

That we WANT YOU to
•

USE, BUY or SPECIFY
•

MORE GENUINE 23-K
•

GOLD LEAF and to
•

Be SURE it's HASTINGS'
•

To be SURE of good
•

QUALITY. T'be sure,
•

T'BE SURE.
•

If you can't think
•

Of ANY WAY to use
•

GOLD LEAF in your
•

BUSINESS, maybe we can
•

SUGGEST SOMETHING.
•

Write and ask
•

HASTINGS & CO.
•

819 FILBERT ST., PHILA., PA.
•

Gold Beaters Since 1820

New KIND of premium plan

—just adopted by 3 advertisers of national importance.

—involves NO premium cost, effort, or handling bother.

OFFER FREE, with purchases of your product, a coupon worth \$1.00, good for an individually-made \$1.25 Portrait Enlargement, in life-like colors, of your customer's favorite snapshot. Write for full details. New Process Studios, 47 East 21st St., New York.

BACHELOR OF ARTS & ADVERTISING

Successful advertising solicitor now wishes to graduate from ranks of "space-peddlers." Will exchange 7-year-old Princeton sheepskin, Phi Beta Kappa key and present sales position for hard-pan job with future. 7 years' broad experience sales promotion, editorial, research, advertising and selling. Open all salaried suggestions. "W," Box 296, P. I.

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding ten or more copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

the United Prune Growers of California produced more than 195,000 requests for the prune recipe booklet offered by this organization.

More than 100 inquiries a day are still being received for advertisements which ran during the 1933-34 season, even though the final advertisement appeared last April.

Nor does this mean that the company is featuring it in its advertising. Its new campaign started in the November issues of women's and general magazines.

On every package of Kentucky Winners cigarettes is the following message: "Listen to radio's finest program 'One Man's Family' every Wednesday night 10:30 to 11:00 Eastern time."

Curious about the use of the mention of the radio program on the package the Schoolmaster made further inquiries and found:

"One Man's Family" is a program that has been running on the Coast for several years.

It is a program that was built in a different way. The actors were hired and then the sketch was built around their characters so that they are really playing themselves in the drama.

The drama has only two scenes—the family's home and its ranch. If the family travels to New York, for instance, their trip is described as they sit in their home.

Kentucky Winners have not had anything but sectional distribution up to the present time, although they have been expanding into markets slowly. The company's tactics were described recently in PRINTERS' INK.

Last week the company went into nearly national distribution but timed this expansion so that it hap-

ELECTRIC
COUNTER
AND
WINDOW
SIGNS

GILCO SIGNS • DISPLAYS

GILL GLASS & FIXTURE CO., PHILADELPHIA PA

SPECIAL
CREATING
IN
GLASS

TORONTO
MONTREAL
WINNIPEG
LONDON, EN

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

of Cali-
195,000
be book-
tion.
a day
adver-
the
ugh the
red last

he com-
advertis-
ed in the
n's and

entucky
ollowing
s finest
y' every
to 11:00

of the
ram on
wer made
:
a pro-
on the

as built
actors
atch was
sters so
them-

scenes
ranch.
New York,
described

not had
tribution
although
g into
company's
ntly in

ent into
on but
it hap-

SPECIAL
CHITING
IN
GLASS

GIRA
AGART
MONTON
RECOUVE

pened almost simultaneously with the first broadcast of the program on a national hook-up.

So far as the company could control it, every package of cigarettes going out at the time of the radio program carried the program announcement.

• • •

Here is another current instance of advertising that is responsible for definite, tangible business.

The Howell Company, Geneva, Illinois, makes metal furniture. It sent out to 5,000 furniture and department stores a broadside featuring smoking stands and cocktail tables as fall specials. Within the broadside was a small postcard and to date the orders that have come into the factory on these postcards alone amount to \$6,500.

The Schoolmaster fails to find anything particularly remarkable in the Howell broadside, although it is a wholly creditable performance both from a printing and layout standpoint. What it does show is that retailers are assuming that people are going to buy and are stocking their stores accordingly.

There is still a long way to go, however, before stores have an adequate stock of goods and it doesn't take much of a flare for prophesy to foretell that a lot of retailers are soon going to find this out, all at about the same time.

Then will follow the breaking up of the well-known "log jam" which has actually been holding up business about as much as any one factor that can be named.

• • •

What do people do who need brushes in between the times the Fuller Brush Man calls? The Fuller Brush Company has a sneaking suspicion that sometimes they do not wait but go out and buy their brushes somewhere else.

This gap in the company's merchandising scheme, the Schoolmaster notes with interest in reading "The Fuller World," is to be taken care of. A thirty-two-page illustrated book on cleaning problems and health and beauty hints, with articles by well-known writers, is to be distributed by the Fuller Brush Men to supplement their

Classified Advertisements

HELP WANTED

Wanted: Young man for editorial work. Must be trained in horticulture and experienced in magazine makeup and advertising layouts. Write Box 361, Printers' Ink.

EXCEPTIONAL OPENING FOR A CONTACT MAN; LEADS FURNISHED; COMMISSION BASIS. STATE AGE AND PAST EXPERIENCE. BOX 359, PRINTERS' INK.

HOUSE ORGANS

500 COPIES HOUSE ORGAN \$10. 1M \$15, 2 colors. A Real Sales Builder. Issued Monthly, Your Ad on Front Cover. Get Sample. CRIER PUBL., 1840 E. 87 St., Cleveland, O.

MISCELLANEOUS

Laurel's Process, most economical. Reproducing Salesletters, Pictures, Bulletins, Diagrams, Cuts unnecessary. \$1.50 hundred; additional hundreds, 20c. Samples. Laurel Process, 480 Canal St., N.Y.

BACK ISSUES

OF FORTUNE WANTED TO COMPLETE FILES 1933-1934 ONLY. WHAT HAVE YOU? BOX 363, P. I.

POSITIONS WANTED

TYPOGRAPHICAL DIRECTOR—Seeks employment with advertising agency. 17 years' printing experience (5 years as executive). Copy accurately estimated to fit layout—reducing printers A. C. charge to minimum. Competitive composition costs analyzed. For information write Box 355, Printers' Ink.

Advertising Executive, solid experience with manufacturer and agency 12 years; planning; field, research and contact; direct or assist; vicinity N. Y. City; moderate salary. Drug, cosmetic, allied items. Box 356, Printers' Ink.

Designer—Trained, creative. Can contribute greatly in advertising agency, packaging, display, or industrial designing. Experienced draughting, layouts, lettering, architecture. Moderate salary sufficient. Box 357, Printers' Ink.

MAIL ORDER MAN

Also direct mail and general advertising agency experience. College trained; intensive sales experience. Box 358, P. I.

Artist—27. Idea man, high type finishes, retouching, booklets, cartons, ads, displays, humorous illustrations, lettering, furniture, mechanical. Salary secondary. Box 360, Printers' Ink.

Progressive Young Man, 25, college education, 4A agency experience, research, layout, checking, constantly studying, new merchandising procedure, pleasing personality; moderate salary. Box 362, P. I.

Advertisers' Index

No responsibility is assumed for any omission.

	PAGE
American Magazine	42-43
Atlantic Monthly	77
Ayer & Son, Inc., N. W.	1
Baltimore Sun	41
Batten, Barton, Durstine & Osborn, Inc.	8-9
Better Homes & Gardens	33 to 36
Boone Organization, Rodney E.	14-15
Chicago Daily News	19
Chicago Tribune	108
Classified Advertisements	105
Detroit Free Press	44
Detroit News	22-23
Farmer's Wife	101
Federal Advertising Agency, Inc. ..	2
Francis Press, Charles	107
Gibbons, Ltd., J. J.	104
Gill Glass & Fixture Co.	104
Hastings & Co.	103
Help Wanted "X," Box 297	97
Indianapolis News	21
Jacksonville, Florida Times-Union ..	87
Literary Digest	79
Los Angeles Times	24
Macfadden Women's Group	66-67
McCall's Magazine	50-51
Mills Novelty Co.	92
Milwaukee Journal	6
New Process Studios	104
New Yorker	5
New York Mirror	55
New York Times	11
Pencil Points	70-71
Photoplay Magazine	83
Portland, Oregon, Journal	61
Position Wanted "W," Box 296	104
Printers' Ink Publications	58
Spokane Spokesman-Review, Chronicle	91
Starch, Daniel	95
This Week	30-31
Toronto Star	13
Tower Magazines	75
Washington, D. C., Star	49
Woman's Home Companion	56-57
Worcester Telegram-Gazette	29

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

calls and to give customers an opportunity to order merchandise in between calls. Salesmen will receive credit for such mail and phone orders. From 500,000 to 1,000,000 copies of this book will be distributed each period.

The Schoolmaster cannot help but wonder if the Fuller Brush Man hasn't already thought that a logical place to have these books would be way down at the bottom of his satchel, so that as he presents it, he will necessarily have to lay his manifold brushes out on the living-room rug. But then, if the Schoolmaster knows his Fuller Brush Man, he needn't wonder.

♦ ♦ ♦

New Addresses

Carver & Brown, New York, advertising, have moved to 315 Fifth Avenue, that city.

Paul Block and Associates have moved their San Francisco office to the Monadnock Building, 681 Market Street.

The Hearst Business Magazines, New York, including *Motor*, *American Druggist* and *American Architect*, have moved to 572 Madison Avenue, that city.

The Scene-In-Action Advertising Company, Chicago, has opened a New York office at 420 Lexington Avenue, under the management of R. L. Barker.

Courrier des Etats Unis, New York, French weekly newspaper, is moving to Rockefeller Center, that city.

Gregory Motors, New York, 59 East 34th Street, that city.

Birmingham, Castleman & Pierce, Inc., New York agency, has moved its art and production departments to 151 East 38th Street.

Sunset Magazine, San Francisco, 576 Sacramento Street.

Wheeler, Fregau & Associates, Columbus, Ohio, agency, 539 E. Town Street, that city.

Edward A. Powers Associates, New York agency, has opened an office in the Taft Building, Hollywood, Calif., with Harry Blair in charge.

General Outdoor Advertising Company, New York branch, has moved into its own building at 1 West 25th Street, that city. Executive officers of the New York branch as well as the sales, art and promotion departments are located in the new building. Former offices at 585 Gerard Avenue will be maintained for plant operations.

• • •

Chicago Bureau Elects

M. C. Penticoff, manager of the Chicago retail stores of Sears, Roebuck & Company, is the new president of the Chicago Better Business Bureau. Taylor Strawn, vice-president of the Elgin National Watch Company and Jules Peterson, Peterson Coal Company, have been elected vice-presidents. Kenneth Barnard continues as secretary.

Figures Afterwards!

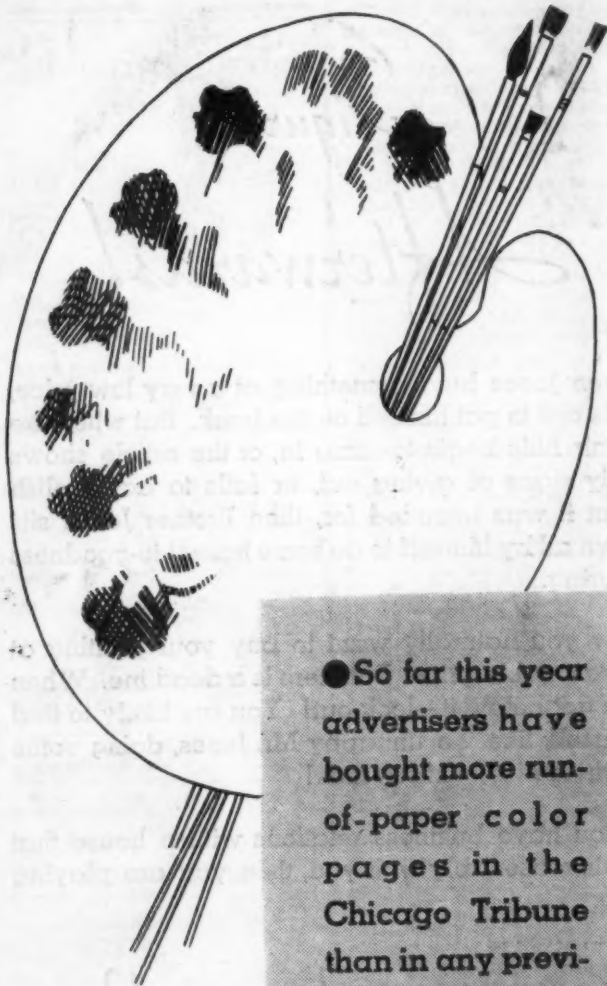
When Jones buys something at a very low price, he is apt to pat himself on the back. But when the repair bills begin to come in, or the article shows early signs of giving out, or fails to accomplish what it was intended for, then Brother Jones sits down all by himself to do some honest-to-goodness figuring.

Now you naturally want to buy your printing at a reasonable price. But there is a deadline. When you get below it—look out! You are likely to find yourself, like the unhappy Mr. Jones, doing some mathematics;—afterwards!

If you have business relations with a house that deals reasonably with you, then you are playing safe.

Charles Francis Press
Printing Crafts Building

461 EIGHTH AVENUE — NEW YORK CITY



● So far this year advertisers have bought more run-of-paper color pages in the Chicago Tribune than in any previous full year.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

P
VOL. C

C

YARD
turer,
these
the c
luxur
of he
and
tional
haste
took
Some
ferio
close
Yar
Insta
that

N.
Adv
NEW Y
LOND